

PRINTERS' INK

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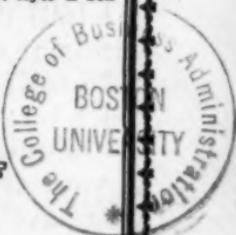
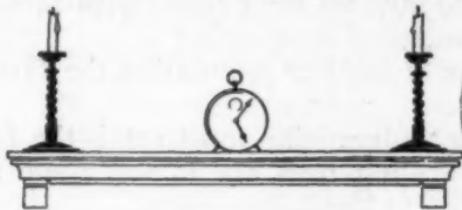
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXL, No. 4

NEW YORK, JULY 28, 1927

10C A COPY

B. A. I. S. 1915 with N. W. Ayer & Son



"It isn't done, my dear"

TO THE housewife sugar is a most necessary staple—sweetening for cereals, for coffee, for innumerable cooked things, icing for cake, a medium for skilful expression in confectionery. The ladies know these things from fruit cup to dessert, but there is something more—and from a manufacturing, merchandising and selling standpoint it is important. Sugar etiquette!

The perfect hostess—and who does not so aspire!—would never spoil her "effect" by using a luncheon cloth for a formal dinner. Then why granulated sugar for coffee? One doesn't decorate the living-room mantel with an alarm clock. Why, then, granulated sugar for iced tea?

The American Sugar Refining Company, New York, in Domino Sugars, make special sugars for many special purposes. Their cost does not put an extra tax on the family budget. Their use reflects a nicer sense of the appropriate.

Domino, in stressing greater refinement securable through observation of sugar etiquette, has struck a new note in sugar advertising.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Trading Areas Mean Much to the Wide Awake Sales Manager

Do you know that merchants in Des Moines, (population 141,000) and Omaha (population 211,100) do 40% of their trade with farmers living within 35 miles of these cities?

In towns of smaller population the farm trade is much larger.

Consumer advertising must reach the farm home if your traveling men are to sell these merchants who have many rural customers.

THE STANDARD FARM PAPER UNIT

circulation over 2,100,000, can place your sales message in more farm homes per thousand circulation bought than any other medium you can use.

On the basis of giving you an 100% job, it is cheaper than any other service offered.

If you are looking for practical constructive information on where purchasing power in the rural districts is located, you should study

"THE OTHER HALF OF AMERICA'S MARKET"
an 140-page illustrated book analyzing every county in the United States from 16 different standpoints.

We are distributing copies by appointment to business executives who believe in Reaching Them Where They Live and Selling Them Where They Buy.

Are you interested in New Markets?

The **STANDARD FARM PAPER UNIT**

One order—one plate—one bill

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York

Willard R. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, Kehl Bldg.

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June 25
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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879

VOL. CXL

NEW YORK, JULY 28, 1927

No. 4

Advertising Is about to Be De-bunked

The Answer That Advertising Is Intangible Won't Satisfy the De-bunkers Who Are Going to Ask Advertisers Some Pertinent, Embarrassing Questions

By James H. Collins

THIS thing is coming. It is in the air. It has appeared in other fields of economy. It is going to hit advertising.

"De-bunk"! A lovely word, the plaything of the moment, the invention of an advertising man.

Advertising is going to be debunked.

So you might as well get ready for it.

A year or two hence I shall probably be able to say: "I told you so!" So I'll tell you now.

Advertising men, watch your horses—the elyphunts are coming!

"I wish you'd tell me how to get some idea about advertising," said my friend Bob, the other day. "What will so much money buy, and what will it do? In other factors of business we have standards. You can measure money, and materials, and labor, and so on. But when you go to the advertising men, and ask, 'What will your stuff do; how can I figure it in this problem of mine?' all you get is excuses. They look at you over their horn spectacles, tolerantly. Good natured fellows, these advertising chaps. Your ignorance doesn't disturb them at all. They tell you that advertising can't be measured like bricks or cement. Its effects are indirect, unseen, extending over a long period of time. You must have confidence, and spend your money."

Bob is a hard-headed Scot, an

engineer by training, engaged in practice as a business counsel, whose job is really a sort of surgery. People bring sick enterprises to Bob, and he finds out what is the matter and cures them, or advises how much chloroform to use if they are to be put out of their misery.

"How would you yourself go about measuring advertising, Bob?"

"Well, all I ask these fellows is, Give me some idea about keeping on with the advertising in this particular business I'm studying, or tell me how to decide whether advertising has been a wasteful expense, and should be stopped. To say that it is intangible doesn't answer my question. Credit is intangible, but it has been pretty accurately measured. To measure the credit of a man, you find out what he has done, and that gives you some notion of what he may be able to do again. To measure advertising, I think I'd begin by finding out what it had done, gathering a great many results from different kinds of advertising over a long period of time, and then begin to chart from that. It should show something basic. That method always has."

Bob's idea may be good, or it may be rank nonsense—or it may have been done when he wasn't looking. The point isn't worth arguing.

What I mean, as Ring Lardner would say, is that here we have a fellow dealing with actual business quantities, making decisions of life or death over enterprises according to what his scales indicate. If the scales show that there is too little money, and enough of everything else, Bob suggests putting in more money. Better than that, his scales often show that an apparent lack of money is actually a lack in some other element, like management, and in such cases he frequently indicates how to get additional money out of the enterprise, by cutting down inventories of goods on hand, better utilization of real estate, and other means. He can measure an inventory, or an investment in real estate, or the dollar-foot production of a business in its floor-space-cost. But when he has to consider advertising, there is no yardstick. That is the point.

Bob is not the only hard-head who is asking about this. The bankers have been looking side-wise at advertising, in their financing, re-financing, consolidations and other operations requiring the measurement of fundamental factors. Some bankers have seen the function of advertising, and those who have expressed favorable opinions have been reported in the advertising press. But there are a good many silent bankers, and some inarticulate. What are they thinking?

Everywhere, the scientific viewpoint is coming into business. The engineer, the chemist, the physicist, the pure research man, are showing the relation between cause and effect.

"What is all this expenditure for advertising?" ask the hard-heads. "What does it do? Could it be eliminated? Who says it is indispensable—the advertising experts? Why, those are the fellows who profit by the spending of this money! Has anybody ever tried to find out what can be done without advertising?"

An engineer once put his professional viewpoint in this way: "There are no perfect materials.

For a given purpose, you have your choice between two, or six, or twelve materials, each defective in some respect. The job is to select the least defective, according to what it will do, what it fails to do, how much it costs. You must be ready to substitute another, as the conditions change."

From that viewpoint, advertising is a material. Tell him that it cannot be tested and reduced to constants, like other materials, and he retorts, "Bunk"! And a determination to de-bunk advertising is abroad in the land.

Already a beginning has been made from the side of distribution. Mr. Borsodi* would cut out the vast expense of advertising and send the consumer direct to the producer. A dozen years ago I tackled that theory as applied to the farmer and the housewife. Space will not permit explaining how I found the hole in the doughnut, but I assure you that the hole is there, and sometimes I wonder whether it is surrounded by doughnut at all. The same hole is being found in Mr. Borsodi's contention, by the Old Guard of advertising, standing up and refuting him in the advertising press. But in newspaper reviews you will find considerable respect for Mr. Borsodi's provocative book, and I get the impression that the public would as lief as not see advertising torn limb from limb to make a front-page sensation.

Thrift is being de-bunked by Messrs. Foster and Catchings,† who cleverly prove that savings banks are wicked, and that the ideal society will be one in which the wage-earner stops at the garage every Saturday night, as he used to do at the saloon, and blows his entire pay-roll over the bar. Where is the hole in that doughnut? I have my own notion, but will not inflict it upon you.

George Washington has been debunked. Christopher Columbus, too. History and literature are un-

* *The Distribution Age*, by Ralph Borsodi (Appleton).

† *Business Without a Buyer*, by William F. Foster and Wadill Catchings (Houghton Mifflin).

THE VOICE OF A VILLAGE AMERICA



*Radio-ology!

CALL it psychology or radio-ology, whatever you will—

But here is the fact produced by our survey of Christian Herald readers—

Three manufacturers who advertise in Christian Herald have sold over 73% of all trademarked radio sets owned by Christian Herald readers.

This survey also shows that 38% of the Christian Herald homes are radio-equipped!

A big opportunity presents itself in this field for some live radio manufacturer.

*Radio-ology! The art of placing radio advertising before people who need radio—who have the money to spend for radio—and who are naturally responsive.



Christian Herald

Bible House, New York

Graham Patterson, Publisher

Paul Maynard, Advertising Manager

dergoing the process. So why not advertising?

Washington was the father of his country? Bunk!

Christopher Columbus discovered America? The bunk!

Save and have. Bla-ah!

It pays to advertise. Capitalistic propagander!

This thing is coming, and if you will step back with me to a little old New York that did most of its business below the City Hall, twenty-odd years ago, I will show you where it started. I didn't know it then, but it is plain enough now, and anyway, nothing could have been done about it.

In one of the skyscrapers of Nassau Street canyon there was a fascinating fellow named Charles Austin Bates, who wrote about advertising as a new force in business with such conviction and charm that the two-fisted business man of that day read Bates, and was half disposed to believe him. Then \$3 a day and steady work was a wage-earner's dream. A \$50 a week salary was all the money in the world. Automobiles were misused by a few idle rich, the few nationally distributed commodities were chiefly in bottles, business was a grim fight with unbranded goods, prices were a matter of dickering, nobody paid railroad fare if he could get one of the plentiful free passes, and so on. Into this world came Bates, the first missionary writing strong copy for the advertising idea, and in that day it sounded like magic.

Bates was a tall slender man with black hair and beard—for this was before Gillette.

I remember a man saying of Bates: "If he hadn't turned his pen to advertising, he would be the great American novelist."

A woman said he looked to her so much like a Hindu juggler that she was afraid he would take a snake out of his pocket.

Remember, advertising had not been applied to plain business, except by a few retail merchants like John Wanamaker. There were no advertised foods, textiles, building materials, nothing in the way of co-operative advertising

by farmers or industries, little we would recognize now. Plain business did not question the power of advertising. No! It would sell liver pills, certainly, or baking powder. Barnum and Bonner had made fortunes through clever humbug. They were even selling a mattress by advertising, but then it seemed to be a kind of trick mattress.

Bates said advertising could be applied to all business, and for \$10 an hour would discuss it with the plain business man. The first consulting specialist! Maybe it was \$50 an hour, but ten was wonderful enough, and if Bates had a trained snake in his pocket, probably then was the time he used it.

Newspaper publishers were still trading advertising space for ink and railroad passes, but that was going out. Cyrus Curtis was getting ready to spend a million advertising *The Saturday Evening Post*, but nobody dreamed of two million circulation. Beer, whiskey, chewing tobacco and patent medicine made up the vast bulk of advertising revenue, especially outdoors.

WHEN ADVERTISING WAS CONSIDERED MAGIC

For years to come, advertising was exploited as magic. Advertising men told stories about the fortunes it had made. No advertising man could discuss such business operations as manufacturing, shipping, selling, financing, competition. When the first suggestion was made to advertise textiles nationally, and the textile manufacturers asked how their cloth was to be trade-marked, the advertising men admitted that they were stumped, though they did go to work to find out.

The first invasion of staple goods was made when breakfast foods burst on the country at the dawn of this century. That was something a plain business man could understand. You took wheat, or oats—corn was not used at first. You fixed it up in a fancy way, a few ounces in a fancy box. You coined a Kalamazoo name,

(Continued on page 164)



Put yourself in his place

Back jacks, half gaynors, swans are a snap for Chub Lacy. If you ask him how he does it, he'll give you divers reasons. Try this yourself next time you step a spring-board. Chub may be young, but he can spot you an ocean full of water sports.

Chub may lack your years, but he's a man's equal in everything else. He's a good example of the 500,000 chaps who read **THE AMERICAN BOY**, 80% of whom are old enough to be in high school. They need the same things you do and buy them. In fact, they form a mighty big slice of your man-market.

These two-fisted youngsters are keen buyers. Their O. K. on a product goes a long way. Their prejudice also carries a hefty wallop. Win their confidence and your sales sheets will take on a rose-colored tint. For no matter what you manufacture, whether jam, gym suits or razors, if it's man-sized these near-men will use it.

Start them thinking about your product now. You can—through the advertising columns of **THE AMERICAN BOY**. Put the enthusiasm of its half-million readers to work for you. You'll find it immensely profitable. Copy received by August 10th will appear in October.

The American Boy

Detroit

Michigan

Youth brought Ideas and Vigor to this old business

IN 1914 a young graduate of Princeton walked into a forty-year-old business as a director and active managing executive.

The man was EDWARD PLAUT, the business Lehn & Fink, old and respected jobbers of drug products and even then manufacturers of Pebeco and Lysol.

Conditions in the drug field were changing. No longer was it possible for a house so great as Lehn & Fink to exist profitably along the lines which had been developed up to that time.

Probably few businesses ever require revisions of policy so drastic as this firm needed. Edward Plaut was called radical—visionary. He built his whole plan upon the three products which his firm manufactured. The jobbing business with its 50,000 items was finally discontinued.

Today Lehn & Fink is greater than ever before. And it seems entirely just to credit its present head with the vision, the faith and the courage which accomplished this unusual task. Granting the fine standing of the firm for which he assumed the helm, it is none the less true



*180 William Street, the old sail loft building in which
Lehn & Fink started business in 1874*

that the situation demanded a keen sense of merchandising values and principles, clear analyses of markets, and executive ability of the first rank.

Since February, 1923, the J. WALTER THOMPSON COMPANY has served Lehn & Fink as its advertising agency for Pebeco.

J. WALTER THOMPSON COMPANY

NEW YORK
CINCINNATI

CHICAGO
SAN FRANCISCO

BOSTON
LONDON

When Logic Needs Help, Try Ridicule

The Moto Meter Company Injects Lively Note of Humor into National Magazine Campaign

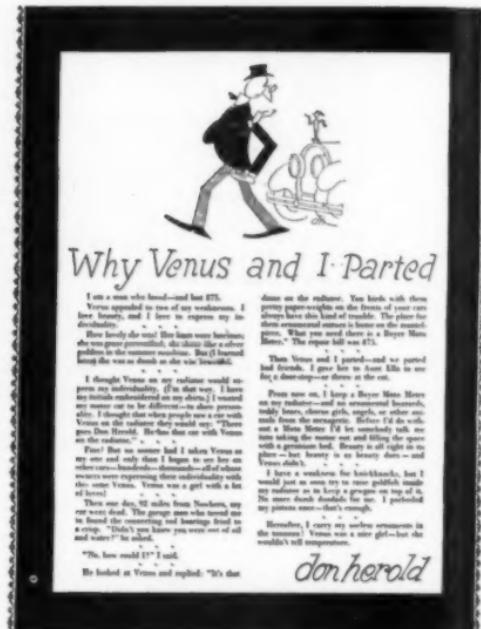
EVER since it first started to advertise in magazines, The Moto Meter Company's copy story has been a straightforward presentation of the Boyce Moto Meter as a means of preventing the overheating of automobile engines. It was presented from a pictorial and selling standpoint.

The Boyce Moto Meter was at first looked upon as a decoration, which was of doubtful value as a scientific device for indicating engine temperature. The struggle for recognition and acceptance was a hard one, as has been told in *PRINTERS' INK*. Today the company states in its advertising, "On the radiator caps of more than 10,000,000 motor cars," which is some evidence of the company's success after fifteen years of effort.

Along came the fad for car decoration which has brought into the market radiator caps of fancy and bizarre design, with no other function save the one of covering the radiator opening and looking pretty. Naturally, this vogue, as it has spread, has become a sales obstacle to the Boyce Moto Meter. How to deal with it without openly knocking it, has been a question. Up to now the company has not recognized this "fancy cap" competition in its advertising, but has held steadfastly to the job of selling its own product.

Recently, however, the company decided to make a most unusual

departure from its established advertising policy and interrupt its regular campaign with an advertisement so different from those it has been using as to seem at first glance to have no connection with The Moto Meter Company. This



Why Venus and I Parted

I am a man who loves—and lost! Venus appalled to two of my weaknesses. I love beauty, and I love to express my individuality.

How lovely she was! Her looks were delicious, she was great company, she was a thrill to be around. But she had a bad temper, and the way we doth as she did!—

I thought Venus as my companion would appear me individuality. (If in that way, I have any individuality.) I wanted to be different, my manner to be different—in short, personal.

How I thought that when people saw a car with Venus on the radiator cap, they would say, "How funny! How odd!"

First! But no sooner had I taken Venus on my car and only that I began to see her on other cars. And the more I saw of her, the more I saw others expressing their individuality with this same Venus. Venus was a girl with a lot of friends.

Then one day, 92 miles from Newbury, my car went dead. The garage men who fixed me thought I was a bit of a fool for buying a cap with a crop. " Didn't you know you were out of oil and water?" he said.

" No, how could I?" I said.

He looked at Venus and replied: " It's that

done on the radiator. You kids with these pretty paper-wreaths on the fronts of your cars always have this kind of trouble. The place for them is the back of the car, where they won't interfere. What you need there is a Boyce Moto Meter. " The repair bill was \$75.

Then Venus and I parted—and we parted but not for long. I took Venus to the hills to see for a day—stop—or three at the cat.

From now on, I keep a Boyce Moto Meter on my radiator—and an ornamental laurel wreath made from the strawberries. Before I do, will come the strangeness. Before I do, will come a Boyce Moto Meter let somebody talk me into buying it. Before I do, will come the trouble with a precious bird. Beauty is all right in its place, but beauty is as beauty does—and Venus didn't.

I have a weakness for knickknacks, but I have just now found a more pleasant one. No more foolish doodads for me. I preferred my Venus to all the other girls.

However, I carry my audience sentiments in the memory. Venus and I are still girl—but she wouldn't tell anyone.

don herold

WHILE IT IS NOT GENERALLY CONSIDERED GOOD POLICY TO KNOCK COMPETING PRODUCTS, SUCH COPY AS THIS CERTAINLY WOULD NEVER OFFEND ANYONE

advertisement has just been published in two national weeklies.

The advertisement is page size, in two colors. It might, at first glimpse, be taken for an editorial page of humor, except perhaps for the heavy colored border. None of the conventional advertising layout earmarks is apparent, such as an illustration of the product, a cut of the trade-mark or the

City lines are no more

Modern transportation facilities
have practically abolished them

"For the past three years we have been using trading areas which we have built up from a study of newspaper circulation. We compared the current data on bus lines, interurbans, railroads and good roads and found that the newspapers actually did follow the conveniences of travel.

G. F. Kettering, Vice President
General Motors Corporation."

Nowhere does this apply more emphatically than to Des Moines. Here a city of 150,000 serves a retail market of 826,547 (A. B. C.) and a wholesale market of 2,500,000 (the state of Iowa).

The 225,000 circulation of The Des Moines Register and Tribune-Capital affords the most thorough market coverage of any middle-western newspaper

July 28, 1927

bold signature of the company. Copy and illustration are the work of Don Herold, well-known cartoonist and humorous writer, with a comic drawing at the top, occupying about a third of the entire space. The text is set in two-column arrangement, all in one size of type. Across both columns the caption, hand-lettered by the artist, reads: "Why Venus and I Parted." At the bottom of the second column is Mr. Herold's hand-lettered signature, "don herold."

Here is the way he tells the Moto Meter story:

I am a man who loved—and lost \$75. Venus appealed to two of my weaknesses. I love beauty, and I love to express my individuality.

How lovely she was! Her lines were luscious; she was grace personified; she shone like a silver goddess in the summer sunshine. But (I learned later) she was as dumb as she was beautiful.

I thought Venus on my radiator would express my individuality. (I'm that way. I have my initials embroidered on my shirts.) I wanted my motor car to be different—to show personality. I thought that when people saw a car with Venus on the radiator they would say: "There goes Don Herold. He has that car with Venus on the radiator."

Fine! But no sooner had I taken Venus as my one and only than I began to see her on other cars—hundreds—thousands—all of whose owners were expressing their individuality with this same Venus. Venus was a girl with a lot of loves!

Then one day, 92 miles from nowhere, my car went dead. The garage man who towed me in found the connecting rod bearings fried to a crisp. "Didn't you know you were out of oil and water?" he asked.

"No, how could I?" I said.

He looked at Venus and replied: "It's that dame on the radiator. You birds with them pretty paper-weights on the fronts of your cars always have this kind of trouble. The place for them ornamental statues is home on the mantelpiece. What you need there is a Boyce Moto Meter." The repair bill was \$75.

Then Venus and I parted—and we parted bad friends. I gave her to Aunt Ella to use for a door-stop—or throw at the cat.

From now on I keep a Boyce Moto Meter on my radiator—and no ornamental buzzards, teddy bears, chorus girls, angels or other animals from the menagerie. Before I'd do without a Moto Meter I'd let somebody talk me into taking the motor out and filling

the space with a geranium bed. Beauty is all right in its place—but beauty is as beauty does—and Venus didn't.

I have a weakness for knickknacks, but I would just as soon try to raise goldfish inside my radiator as to keep a gewgaw on top of it. No more dumb doodads for me. I parboiled my pistons once—that's enough.

Hereafter I carry my useless ornaments in the tonneau. Venus was a nice girl—but she wouldn't tell temperature.

DON HEROLD.

It will be noticed that the identity of the advertiser is buried in the text. It is necessary to read the whole story to get the name of the advertiser and the point of the message.

Photo-Engravers Appoint Gardner Agency

The American Photo-Engravers' Association has appointed the Gardner Advertising Company, St. Louis, to direct its five-year advertising campaign, the details of which appeared in the July 21 issue of *PRINTERS' INK*. The campaign will start in January, 1928, and will appear in business and technical magazines, and at least one general magazine.

Federal-Brandes Account for Hanff-Metzger

Federal-Brandes, Inc., Newark, N. J., manufacturer of Kolster radio equipment, has placed its advertising account with Hanff-Metzger, Inc., New York advertising agency.

Lanman and Kamp, Inc., New York, maker of cosmetics, has also appointed this agency to direct its account.

D. P. Hanson to Be Advertising Manager of A. & P. Chain

D. P. Hanson, assistant advertising director of The Great Atlantic & Pacific Tea Company, Jersey City, N. J., will be appointed advertising director on August 1. He will succeed A. G. Peart, whose resignation is reported elsewhere in this issue.

Merchant Account to H. K. McCann

The Merchant Calculating Machine Company, Oakland, Calif., has appointed The H. K. McCann Company to direct its advertising account.

Joins Periodical Publishing Company

Wendell Patton is now associated with the Periodical Publishing Company, Grand Rapids, Mich.

More Than One Half Million Wisconsin Readers Every Day

S. R. O. At The Food Show!

ONLY fifteen exhibit locations are still available at America's greatest Food and Household Exposition, conducted each October by The Milwaukee Journal and The Milwaukee Retail Grocers' Association.

Over 130,000 attended the event in 1926 to learn of food, appliances, and better housekeeping methods.

For eight years, advertisers in all lines have recognized the remarkable effectiveness of The Milwaukee Food Show exhibits in demonstrating and selling their products in this rich and consistently prosperous market.

Write or wire for your exhibit space *now!*

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families

The National Advertiser Speaks:

“**F**IRST, our entire interest is to enable the advertiser to buy circulation which represents a maximum degree of profitableness to him. This implies *concentration* in local trading areas, sound *character* of readers, and a sustained *reader interest*.”

*A. H. Ogle, Secretary Association
of National Advertisers, in Editor
and Publisher, May 28, 1927.
(The italics are our own.)*

THE CHICAGO

Advertising
Representatives :

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Co.
360 N. Michigan

Average Daily Net Paid Circulation for Six Months Ending 927

The Daily News Replies:

CONCENTRATION

The accepted "local trading area" of Chicago comprises that territory within a forty-mile radius of the city's center. In this area 95 per cent of the circulation of The Daily News is concentrated.

CHARACTER

The more than 400,000 circulation of The Daily News reaches a majority of the financially responsible families in Chicago. These readers have been won to The Daily News by no inducements except The Daily News itself, convincing indication that they reflect in their personal characteristics its sane, clean-thinking, progressive spirit.

READER INTEREST

The best proof of the reader interest in a newspaper is the responsiveness of its circulation to the advertising in its columns. Advertisers have put their stamp of approval on the responsiveness as well as on the quality and distribution of the circulation of The Daily News by placing in its columns more lines of display advertising than in any other Chicago week-day newspaper.

GO DAILY NEWS

CAGO
d & E
higan

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

1927—441,414—95 Per Cent in Chicago and Suburbs

151,269

Combined
daily
Circulation



*...in a trading territory
of 728,624 population*

*...a paper daily for every
4.8 persons*

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone
cover the Oklahoma
City Market*



E. KATZ SPECIAL
ADVERTISING AGENCY
New York - Chicago - Detroit
, Kansas City - Atlanta
San Francisco

The Importance of the Service Department in Selling to Boys

Overcoming Sales Resistance and Answering Complaints in an Important Segment of the Purchasing Market

By C. S. Hough
Of The Daisy Manufacturing Co.

IT is to be hoped that every man who reads these words remembers the thrill which came to him the first day he was handed an air rifle. Perhaps it was on a cold Christmas morning many years ago when dad first presented the long-sought gun. Many of my friends have told me that the two greatest thrills of their boyhood came when they received their first watch and their first air rifle.

For thirty-nine years we have been selling air rifles to boys. During that period the American boy has changed in his tastes, in his mental attitude, his sense of values. As a class he knows more than you or I did when we were his age. But during all the years he has maintained the universal desire of all young men to have something in his hands that will shoot. I don't have to prove that point. Everyone will admit it. Our sales resistance, therefore, has never been among our customers, the growing up boys of America. The greatest amount of sales resistance is in the same place it always was, with the parents.

Probably your parents and mine worried about a gun. The unfortunate connotation of the word "gun" is something that kills, and quite naturally parents in all ages have looked with cautious eye at the purchase of any sort of a gun. It is a great tribute to the pertinacity of the average young American that any guns at all have been sold, but the young boy who wants a gun usually gets it.

Our main object, therefore, has been to convince parents of a truth, namely, that an air gun, plus the knowledge of how to use it, develops a real sense of sportsmanship and the co-ordination between mind and muscle which is needed if one is to become a good shot.

It is natural that during the course of our business history our advertising has been concentrated upon the point of our sales resistance to show the parents of potential users of Daisy air rifles that a gun is not something to kill with but something to train a boy; something which is as much a companion of a live boy as an Airedale pup.

We found that suggesting the proper use of our product to our customers, the young men of America, helped also in overcoming our main point of sales resistance. We, therefore, worked out a pamphlet entitled "The Daisy Manual," which, in addition to notes on the proper use of our product, contains this pledge:

I hereby promise upon my honor that I will never point my Daisy Air Rifle, whether loaded or not, at any living thing.

That I will always make certain that my Daisy Air Rifle is unloaded when handling it or laying it away.

That I will take every precaution for the safety of others when shooting in the open.

That except at target practice I will handle my Daisy Air Rifle only with the shooting barrel removed.

That I will always put my Daisy Air Rifle in its proper place when through using it.

That I will observe the above rules so that, should I later use a firearm, I will do so with safety to myself and others.

If we had followed what might seem like the path of least resistance, we might have run advertising suggesting to boys that they go out and shoot squirrels or English sparrows, we might have stressed the lure of game hunting in the woods, how to kill bullfrogs and cook frogs' legs, and emphasize the killing and hitting power of the rifle. We might have sold a good many rifles but we would have increased instead of

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diminished our sales resistance. This, it seems to me, is a point worth thinking about; that a thing which looks like an immediate sales stimulant may, in the long run, build up instead of decrease a fundamental of sales resistance.

It often occurs to me that the whole problem of manufacturing and distributing almost any product depends, in the final analysis, upon close contact with the consumer and seeing that the consumer uses the product properly. Our experience in selling and keeping sold air rifles makes me believe that if I were suddenly put in charge of any other business I should immediately ask to see instruction books, sales manuals and the method by which complaints are handled.

I have already pointed out how fundamental instructions were used to lessen our most important sales handicap. In handling complaints, that important part of any business, which so seldom receives its full share of attention, the right use element is also important for most complaints are caused by people who use the product wrongly.

In dealing with the interesting American boy, as you may well imagine, a rather unique problem is offered. We consider our service department our most important contact with our customers. In this department we maintain a separate unit, the entire personnel of which devotes its entire time to handling all rifles returned for service, and all complaints that we receive. With each rifle sold, goes a guarantee good for one year, covering defective material and workmanship. Of course directly the point is raised as to whether or not any trouble arising when the air rifle is in the hands of the boy is the fault of the air rifle or the way it is used. No one can make a mechanical article that will give perfect satisfaction to everybody, and naturally we expect minor troubles to be brought to our attention by our customers. Whenever there is any doubt as to the real cause of the trouble, we always go by the rule that the customer is right, and we repair the air rifle free of charge. If the

fault is clearly due to the user, then we make a slight charge for new parts necessary, but do not charge for the services of the expert gunsmith who directs the repair.

It is safe to say that 90 per cent of our troubles are attributable to one of two causes:

1. The boy taking the air rifle apart to see "how it works" and not being able to put it together correctly.

2. The use of varied types and sizes of pellets in the air rifle.

The first of these is self-explanatory. The second is due to the use of shot such as BB—which has a slightly larger diameter than regulation air rifle shot—or to steel shot, which is not absolutely uniform in size.

Our contact with the great market represented by the American boy, the purchaser of all sorts of products now and of all products in the years to come, makes us optimistic for the future of the country. The average boy is essentially honest to the core. Only occasionally do we find that the boy has tampered with his rifle, injuring it in some way, and is attempting to attach the blame to some fault of ours in material or workmanship. Our main trouble comes in understanding the letters of complaint and getting to the bottom of the difficulty. The boy goes out to shoot at a target with his friends, he uses the wrong sort of ammunition, the gun doesn't work, and he runs into the house full of excitement and dashes off a letter to us. Sometimes he is in such a rush about it that he is almost incoherent. We have experts in our service department who know the boy attitude and method of expression and who work to get the meaning. Take a typical letter for example like this:

I am wishing to have a thing that you load a Daisy Gun and please do favor for me if possible, and please answer me. I will draw the picture of the thing I need and if the thing don't fit my gun I will return it to you and please let me no how much it is. Listen the thing that you load the gun with is for 1,000 shot daisy model B and I am sorry that I don't know the number of the thing, and listen the thing I need you know is a little broken at the end, in the picture I will show

July 28, 1927

PRINTERS' INK

19

you where it is broke. And listen I went to almost every store in New York City and no one sells them. They all said write to the co. of the Daisy Manufacturing Co. and please send the thing I mean and pleas give it the same as I have it in the picture. And I hope you will charge me a little cheap because I can't afford to pay so much.

Our service man was able to tell that a part was wanted. He "listened" as hard as he could to the letter, then studied the picture which came with it. This was a rough drawing of a lever, and opposite it, with an arrow pointing to the tip, was this paragraph:

Pleas this end thing that's broke is sosos to come like a fish hook and I hope it would soon come, listen be sure that the end that's broke have it come a little long you know.

This helped us considerably. We knew what the trouble was and set about helping him out. Of course, the average boy will go to his dealer with any trouble with his rifle and most of them will help the boy out by wrapping up the gun and sending it back to us. For that reason the majority of complaints come indirectly through hardware dealers. We answer such letters carefully and in detail. Here is one, taken at random from our files in reply to a retailer who said that "pellets would not pass through the guns":

We have just received your letter of May 28 and we are very much concerned in regard to the trouble that you seem to be having. The shooting barrels that you sent back to us were absolutely perfect in every way. Of course, you must not expect to drop the shot through one of the above barrels as one end of the shooting barrel is smaller than the shot itself. We force the soft lead shot through this smaller opening giving accuracy and speed and just at this time we are wondering if you have been trying to use steel shot, as steel shot will not go through a hole smaller than itself without causing a whole lot of damage.

This matter must be fixed up to your entire satisfaction and we know that something is wrong somewhere as we are not having any particular trouble with our air rifles and there is no reason why you should have this kind of trouble at any time.

We are enclosing addressed sticker and are sending postage and will ask that you return to us one of the offending air rifles. We will be very glad to make an inspection of same and will make a full report to you.

The writer of this letter wishes to

receive the air rifle in question and we will ask that you notify us on the bottom of this same letter at the time that you make shipment. We want this same letter to come back to us so that there will not be any confusion in our Service Department at the time the air rifle arrives.

All normal boys are enthusiastic. Most of them therefore think that their own skates, bats and rifles are the greatest in the world. They expect a lot from the things they own. Often they believe their air rifle should shoot like an elephant gun. The customer who believes in the product is a great asset but when a boy expects too much we believe in putting him right. The following extract from a recent letter will indicate the type I mean:

..... and I find that my air rifle will not hit a target 150 feet away but drop and hit one foot below the target and as I am sure it is not my aim I am waiting to hear from you if it can be fixed or not.

Obviously, there was nothing wrong with the boy's air rifle. His trouble lay in the distance he stood from the target. Our recommendation to the boy in this case was to move his target up about 125 feet and give his air rifle another trial before condemning it. Inasmuch as we have not since heard from the boy, we assume we located his trouble.

Sometimes some very amusing letters come to our service department. One boy, whom we found had tried to shoot everything in his air rifle—from small stones to small nails and bicycle ball bearings—complained that for some unexplainable reason his air rifle didn't function quite right, or as he put it, ". . . it shoots good when it works, which it seldom does," and concluded his letter: "Your friend if you send me a new gun." Obviously, he was laboring under the delusion that we are in business solely to replace old, worn-out air rifles free-of-charge simply because he couldn't shoot any old thing in his rifle.

One thing to remember, it seems to me, in answering complaints, is not to go so far as to give everything. The customer and the retailer will respect more a firm which, while striving to be

July 28, 1927

eminently fair, will not replace merchandise which has been man-handled or abused.

Here is an exchange of correspondence which shows how we handle this sort of situation. We received this letter:

Under separate cover we are this day returning to you by parcel post insured, 1 Daisy air rifle, which we sold to one of our customers, and which proved to be defective. Kindly repair same and return to us as soon as possible and greatly oblige.

We replied to this dealer as follows:

We have before us your letter of May 12. The air rifle in question arrived today and the writer of this letter has made a personal inspection of the gun. We note in your letter that you make the statement "The air rifle has proved to be defective."

We must bring to your attention that this air rifle is not defective in any way. It has had very hard usage and it has been taken apart. The trigger, the sear and the trigger spring are missing. In taking the air rifle apart the trigger guard has become loosened from the frame of the gun and it will be necessary that we furnish an entire new frame.

We bring this to your attention so that you will understand that this repair work should not be done free of charge. It will cost \$1.49 to place this air rifle in first class working condition plus 16 cents parcel post charges or a total charge of \$1.65. We are holding the air rifle waiting for your advice.

We wish to co-operate with you at all times and do not care to cause any trouble between you and your good customers and we most certainly wish to hold your "good-will" and if for any reason you think that the above charge should not be made will you please write us a letter to this effect, but we have given you the above facts and we cannot see any reason why we should not be paid for repair work on this particular gun.

In a second letter to us this dealer said:

When we wrote you in regard to the air rifle, our customer did not say that same had been tampered with and taken apart, but after taking the matter up with them, they admitted having taken it apart, so kindly go ahead with the repairs and send us an invoice covering the charges and greatly oblige.

Naturally, we receive a great many letters requesting information about some little minor difficulties and how to remedy them. Here is an example ". . . Now it is so that the magazine likes

about half an inch going in. I think the plunger is ruined. I would like for you to wright and tell me what it will cost if that is wrong with it." We must be particularly careful in our answers to these boys, to make sure that our instructions are as clear as possible, because few boys of air rifle age are thoroughly versed in mechanical words and phrases. The following letter is typical of our replies to boys:

This is in reply to your letter of April 24. You have dropped some shot down the inside of the main barrel and this shot has lodged in the threads that the shooting barrel screws into. This naturally would prevent the shooting barrel from screwing down into its proper place.

It will be necessary for you to follow the instructions you will find on the last page of the enclosed pamphlet and send the gun direct to our Service Department, where we will put it in perfect working order and advise you of whatever charge there may be for any new parts which we have to use, and also the return postage necessary to get the air rifle back to you.

Of course, all our correspondence with boys, as well as the maintenance of a service department, costs us real money each year, but this amount can be easily charged off to the good-will it creates in the minds of the users of Daisy air rifles. It helps us to make good friends with our customers and every day we get expressions of gratitude from some one of these boys.

Here is a typical example:

I think your work is very nice. My gun got here safely. It is stronger than it was upon I first git. You rote me a very nice letter. Thers nothing arong with the Daisy Manufacturing Company.

This amply repays us for the time and trouble we spent on the little fellow's air rifle. Every boy who owns a Daisy is, in one sense, doing a little engineering for us because if there is a kink of any kind in his air rifle it will take him just about fifteen minutes to find it. So it is obvious that, even though our service department adds to our yearly overhead, it more than pays for itself in the way in which it engenders good feeling between our factory and the users of our products.



Ask me another—

When Philadelphia newspapers are mentioned, which one do you think of first?

What Philadelphia newspaper has the largest circulation?

Which Philadelphia newspaper is sold strictly on its merits as a newspaper, and does not use prizes, premiums, guessing contests or other methods of artificially stimulating circulation?

Which Philadelphia newspaper goes daily into nearly every home, office, store and factory in Philadelphia, Camden and surrounding towns?

In which Philadelphia newspaper do most national advertisers and local merchants concentrate their advertising?

In which Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand circulation?

Through which Philadelphia newspaper can you reach "nearly everybody" in Philadelphia, Camden and their suburbs at one cost?

Through which Philadelphia newspaper can you dominate America's third largest market?

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

of course!

The Evening Bulletin goes daily into nearly every home in Philadelphia, Camden and their suburbs.

The circulation of The Bulletin is the largest in Philadelphia and is one of the largest in the United States.



546,527 copies
a day

Net paid average circulation for six months ending
March 31, 1927.

New York—247 Park Avenue (Park-Lexington Building).
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard.
Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard.
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

FIGURE IT ANY WAY TH YOU WANT, BUT— YE



BOOTS
CANDY
MEN'S
WOMEN'S
TOBACCO
MUSIC

CIRC
MAR

EV

Greater
Q

913 Hear
Chic



Y THIS YEAR—AND FOR YEARS PAST—

**MERCHANTS AND MANUFACTURERS
IN THE FOLLOWING LINES OF BUSI-
NESS HAVE SPENT MORE MONEY IN
THE NEW YORK EVENING JOURNAL
THAN IN ANY DAILY NEW YORK
NEWSPAPER.**

BOOTS & SHOES
CANDY & GUM
MEN'S WEAR
WOMEN'S WEAR
TOBACCO
MUSICAL INSTRUMENTS

REAL ESTATE
FOODSTUFFS
FURNITURE
JEWELRY
DEPARTMENT STORES
DRUGGISTS PREPARATIONS

**CIRCULATION FOR SIX MONTHS ENDING
MARCH 31st, 686,740 DAILY NET PAID**

More circulation than the Evening World
and Sun combined—PLUS 113,816

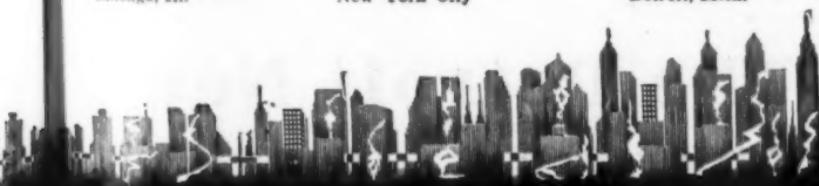
NEW YORK EVENING JOURNAL

*Greatest circulation of any evening newspaper in America and a
QUALITY circulation at THREE CENTS a copy daily and
FIVE CENTS a copy Saturday*

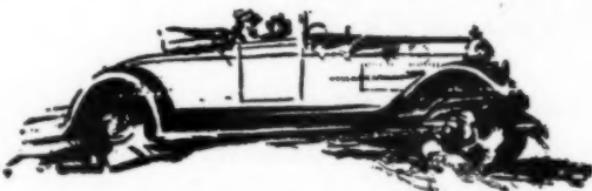
913 Hearst Building
Chicago, Ill.

2 COLUMBUS CIRCLE
New York City

General Motors Building
Detroit, Mich.



Preferred by Every Type of Automotive Advertiser



*Detroit News Leads for First 6 Months of
1927 in Total Automotive, Retail Automotive,
Passenger Car and General Auto-
motive Advertising*

Not only does the six months' record show The News leading both other local newspapers, but it also shows The News with an increasing lead over the next newspaper. Each succeeding year since 1923 The News showed increasing leadership in automotive advertising, and during the first six months of 1927 The News led the second newspaper by 221,018 lines—a greater lead by 38,908 lines over the same period of a year ago.

Nothing But Tested Results Would Bring This Preference

Space in agate lines—Daily and Sunday Combined
Retail Merchants' Automotive Advertising

	First 6 Mos. 1927	News Lead
NEWS	183,904	
Second Paper	43,050	140,854
Third Paper	78,988	104,916
Passenger Car Advertising		
NEWS	587,622	
Second Paper	538,328	49,294
Third Paper	363,818	223,804
Other General Automotive Advertising		
NEWS	188,370	
Second Paper	157,500	30,870
Third Paper	81,060	107,310
Total Automotive Advertising		
NEWS	959,596	
Second Paper	738,578	221,018
Third Paper	523,666	436,030

The Detroit News

Detroit's HOME newspaper

354,000 Sunday Circulation

325,000 Weekly Circulation

"Printers' Ink" Model Statute Now Law in Illinois

Opposition Crumbles and Governor Signs Bill Making Illinois Twenty-third State with Effective Deterrent to Fraudulent Advertising

CROOKED business is going to find it harder in the future to make a profit in Illinois. More particularly, those varieties of crooked business that count on promoting their schemes with deceptive and fraudulent advertising will find themselves blocked.

With the signing last week of House Bill No. 498 by Governor Len Small, the **PRINTERS' INK** Model Statute became law in Illinois. Illinois thus added itself to the group of States, now twenty-three in number possessing adequate legal basis for fighting dishonesty in advertising.

Even to the advertisers, publishers, merchants and others who fought to have Illinois pass an effective law aimed at misleading and deceptive advertising, news of the enactment of the **PRINTERS' INK** Model Statute came as a surprise. Nearly everyone interested in the bill expected the Legislature to adjourn a month ago without voting on it.

Or if the bill ever came to final vote it was predicted that enough opposition would develop to shelve it. In either event few entertained the belief that any law with teeth in it could be enacted before 1929, since the Illinois Legislature does not meet again until that time unless a special session is called.

About a month ago as the Legislature was entering its final weeks, a **PRINTERS' INK** staff man discussed the bill's outlook with Thomas L. Fekete, Jr., of East St. Louis, and other representatives and senators at Springfield, Ill. At best the prospect appeared dubious. It was Mr. Fekete who had urged the judiciary committee of the Illinois lower house to substitute the **PRINTERS' INK** Model Statute for an unsatisfactory truth-in-advertising bill which had been referred to it. The pressure of other needed legislation, he feared, might prevent any action on the

PRINTERS' INK Statute. Or opponents might muster enough strength to defeat or delay it, he said. As the sessions wore on toward adjournment the Illinois Chamber of Commerce, the Better Business Bureaus of Chicago and Peoria and the advertising clubs in the State grew less and less expectant. The last minute introduction of bills relating to increasing the bonding power of Chicago, traction difficulties in Chicago and a State gasoline tax further complicated matters and apparently diminished any chances of putting House Bill No. 498 on the statute books at this session.

Finally when the major issues were rushed through the Legislature numerous other bills swept along with them almost automatically. The **PRINTERS' INK** Model Statute was among these. In the House there was a minute or two of debate before it passed. In the Senate it encountered no debate. Several of the bill's strongest opponents remained silent. Business men from their districts had convinced them that honest business actually needed protection from the competition offered by the misleading and fraudulent advertiser. Immediately on adjournment a great number of bills passed by the Legislature went to Governor Small. Since early in July he has been studying these and signing those that he approved. In due course of time the **PRINTERS' INK** Model Statute or House Bill No. 498 reached him, was signed and at once became the law for Illinois.

In a bulletin just going out to every Chamber of Commerce in the State, the Illinois Chamber says: "The retail merchants of Illinois have for several years realized the need for an act which would prohibit misrepresentation and untruthful statements in advertising. A class of unscrupulous men whose sole purpose has been to get

the customer's dollar regardless of business ethics, honesty or service has thrived and gone unpunished for years in Illinois, because of the lack of adequate law. The adoption and enactment of this new law makes it a punishable offense for any person, firm, corporation or association to make false statements in any newspaper, pamphlet, periodical, handbill, form letter, billboard or in any other manner relative to the quality, quantity, value, merit or price of any article, securities, service or anything of value with intent to sell, offer to sell or in any way dispose of. Violation of this law is punishable by fine or imprisonment or both.

"Here are some examples of the way the law may be applied: A merchant in your city, for instance, decides to retire. He disposes of his stock in lump to some itinerant or auction house which immediately ships a quantity of the better merchandise away to another city. He ships into your town large shipments of job lots of junk and mixes it in with what is left of the original stock and advertises this merchandise as the stock of the well-known and established firm who for years have had the reputation of handling dependable goods. This is a gross misstatement, a misrepresentation of facts and a violation of the law.

"The grocer who advertises this year's pack of canned goods and substitutes old goods comes under this law. The merchant who advertises \$65 suits for \$22.50 which in reality never sold for more than \$35 or \$40 is lying and can be punished. The firm that advertises all-wool clothing which is part cotton is guilty of violating this law, even though it may think the clothing is all-wool. The firm that advertises a fourteen-ounce loaf of bread as a one-pound loaf is guilty of fraud and is subject to punishment under this Act. Hundreds of such examples could be cited."

Up to the time of the passage of the PRINTERS' INK Model Statute the honest advertiser in Illinois had no adequate weapons, either defensive or aggressive, to use against the gyp advertiser. How-

ever, in numerous cases fraud and deception have been prevented by persuasion alone. Unable to point to any actual violation of law, the Better Business Bureaus of Chicago and Peoria have found their activities hindered and occasionally completely blocked. The following incident gives point to that statement.

A few weeks ago one of the largest men's clothing stores in Chicago advertised a nationally known brand of hosiery as silk hose. The Better Business Bureau shopper bought several pairs and found them actually to contain from 58 to 73 per cent of rayon. The facts were brought to the attention of the vice-president of the firm who at once took the position that describing these hose as silk constituted no misrepresentation. Even the manufacturer's view to the effect that it was not accurate to advertise the hose in question as silk had no effect when presented to the slightly-condescending vice-president. At this point his superior stepped in and pledged the bureau the store's future co-operation.

Shortly after this conference, at which the dealer had promised to refrain from misleading advertising, this store again advertised silk hose which the bureau bought and analyzed. The hose purchased were found to be of rayon and cotton with a negligible amount of silk. Again the store's vice-president, in the absence of the head of the business, denied inaccuracies in the advertising. He denied, too, that the head of the business had given his word that advertising of this type would be discontinued. On the return of the president of the company to Chicago the matter was laid before him once more. On this occasion he again agreed that the bureau was quite correct in its contention and promised that all his future hosiery advertising would be accurate.

It is reasonably safe to view this incident as one that could have been settled almost instantly, had there been an effective law in Illinois against deceptive advertising. Relatively few business men



Important Advantages to Advertisers In Each Saturday Issue of The NEWS

THE Saturday issue of The INDIANAPOLIS NEWS offers important advantages to advertisers—especially those whose policy or preference favors a week-end dating on schedules.

Saturday's NEWS is the feature issue of the week. More local, national and international news. Many special departments and features. Editorial sections on motoring, home building, music, dramatics, books and other popular subjects permit effective grouping of advertisements with pertinent reading matter.

NEWS readers are *thorough* readers! Their newspaper reading habits are based on a daily paper that holds attention from front page to last in every issue—Monday to Saturday. The NEWS audience is a *permanent* audience! 93% of the NEWS city circulation is home-delivered to *regular* subscribers. The NEWS gives you the greatest regular-subscriber circulation in Indiana.



The INDIANAPOLIS NEWS sells The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

have any desire to violate the law and still fewer will do so when they know that there is some agency on the alert to watch for infractions, gather evidence and press the case.

"Through the passage of the PRINTERS' INK Model Statute we now are provided with a weapon to halt the practices of numerous concerns which have been destroying public confidence in advertising and competing unfairly with reputable advertisers," Flint Grinnell, manager of the Chicago Better Business Bureau, told PRINTERS' INK a few days ago. "The bureau believes that with this law enacted much of the false, deceptive and misleading advertising will disappear. The advertiser who has been thoughtless of accuracy can now be controlled. The efforts of the Illinois Chamber of Commerce, the advertising clubs of Illinois and the Better Business Bureaus of Chicago and Peoria, together with the help of articles in PRINTERS' INK, have been notably worth while."

J. J. Swenson Advanced by American Cast Iron Pipe

J. J. Swenson, recently in charge of the Los Angeles office of the American Cast Iron Pipe Company, Birmingham, Ala., has been made general sales manager. Paul A. Ivy, vice-president and general sales manager of the company, has resigned.

A. Stein & Company Buy Ivory Garter Company

A. Stein & Company, Chicago, manufacturers of Paris garters and Hickory products, have acquired complete control of the Ivory Garter Company, New Orleans. The Ivory garter will, in the future, be made by the Stein company at Chicago.

J. F. Cole Advanced by Cleveland "Press"

John F. Cole, for several years with the Cleveland *Press*, has been made national advertising manager. He succeeds William S. Cady, whose appointment as advertising manager of the *Press* was previously reported.

Joins Hawaii Tourist Bureau

William B. McLean, recently with the Honolulu *Advertiser*, has joined the Hawaii Tourist Bureau.

Sell Quality on Economy Basis

FRENCH FASHION MANUFACTURING CO.
CHICAGO

Editor of PRINTERS' INK:

We shall appreciate it if you will furnish us with a list of articles that have appeared in your magazine dealing with the price and quality problems.

We are especially interested in the method and appeals that will overcome price resistance in connection with quality merchandise and also assist the sales managers in overcoming the objections of salespeople to high prices.

FRENCH FASHION MANUFACTURING CO.,
ERIC HOFER,
Director of Sales.

HERE are always two quality markets. One is made up of those who want the best and can afford to have it; the other of those who want the best but feel they cannot afford it. The second is the largest and the appeal that effectively sells the second will at the same time, if properly used, sell the first. That appeal is this: "What is best is cheapest in the end." In other words, sell the "economy" that comes through "quality."

The first group to be sold is the manufacturer's own sales force. If the product is beyond their personal price range it must be sold to them on the "economy" basis not only at the beginning but at all times. Print this sales argument inside the cover of the box from which they take the product when they show it to a prospect. Get out special leaflets and booklets on "the economy of quality" for the sales staff.

All printed matter, whether it be display advertising to the consumer or booklets to the sales force, should by its appearance bespeak quality. Use color whenever possible if the product is one that has color. Color will leave the feeling of luxury that comes from quality while the mind is reading words on the economy of quality.

A list of articles which have appeared in PRINTERS' INK on this subject will be sent on request to anyone desiring it.—[Ed. PRINTERS' INK.]

FRANK J. FORSTER

Prominent New York Architect



Says:

“Because of its personal appeal to both the architect and the layman, I consider House & Garden an outstanding magazine in its particular field.”

HOUSE & GARDEN

One of the Condé Nast Group
All members of the Audit Bureau of Circulations



Regarding Style Appeal

In a book entitled "The Universal Question—Can We Stay in Business," Henri, Hurst & McDonald of Chicago and Buffalo have this to say:

*"There is STYLE
in most everything"*

THE word "Style" was once largely applied to wearing apparel. Today it is applied to scores of products; to merchandise that is purely of a utility nature.

We have stylish houses; stylish interiors; stylish motor cars.

Gas stoves have style. So do electric washers. And electric irons!

Manufacturers of soaps, foods, and cosmetics now send their products to the public in stylish

wrappers, boxes, cartons, or other containers.

Even a farm tractor, whose only job is to plow and do other kinds of farm work, must be designed along lines that will give "style" to its appearance.

These statements are not figurative—they are definite, practical facts—information given out by successful manufacturers in a wide scope of industries.



FOR the very modern type of advertising that uses style appeal, the new *Delineator* offers an ideal setting.

Here is a magazine that, fundamentally is as practical, as useful, as a magazine can be made. But, in addition, it has a distinction all its own.

It is the one magazine of large circulation that has a decidedly smart atmosphere.

*And every month more advertisers are cooperating
with *Delineator* in its purpose*

Delineator
Established 1868

THE BUTTERICK PUBLISHING COMPANY

Now they are coming in pairs!

IN the present month two national advertisers have placed orders with us for story-booklets. These are of the "child appeal" variety; the edition half a million in each case. One booklet will feature toys; the other a well known brand of flour.

The advantages of these little individual salesmen are many. They reach the whole family, they work overtime, and they are inexpensive.

Write for samples.



CHARLES FRANCIS PRESS
461 Eighth Avenue Telephone Lackawanna 4300
Printing Crafts Building, New York

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Three-Way Product Names Are Safe

Family, Trade-Mark and Generic Names Avoid Many Dilemmas and Dangers

By Lynn Ellis

THE Washington Bureau of PRINTERS' INK had a corking article in the April 7 issue.* Every advertiser and advertising agent should paste it in his hat. It inspires me to throw into the ring a "three-way" solution I've often recommended.

By a "three-way" name I mean one which includes:

1. A family name, which will everlastingly hook up all the products in a line.
2. A trade-mark name identifying the particular product or brand.
3. A common, or generic, name which may be applied to all known products of the given classification.

When I went into the tractor business I had to deal with a trademark which included in one design the words "Rumely," "OilPull" and "Tractor." Somebody had done a good job, as it proved, in covering the subject from all three angles. We later added to the line Rumely "GasPull," "TigerPull" and "Toe-Hold" tractors, a Rumely "Oil-Turn" engine and various other items, each carrying its own trademark name. Each fell right into the family on one hand and into a generic group on the other.

William N. Rumely closed out his interests in the original concern and opened a business under his own name to make steam tractors and threshing machines. He had a perfect right to use the names "Rumely" and "Tractor," but not the trade-mark names in the middle, and so far as I know there was never any confusion.

The OilPull was one of the first internal combustion tractors to burn kerosene oil successfully and we managed to get that fact across to the farming public. The International Harvester Company, among others, came along shortly

with its Titan and Mogul lines to enter the oil-burning field. One day during a big plowing contest at Winnipeg, A. C. Seyfarth, of the International Harvester Company, came up to me and said: "Hang you, Ellis ('hang' wasn't the word, but it's more polite), you folks certainly have got that name 'OilPull' across. I'll bet I've corrected twenty-five farmers in the last two days who insisted on calling our oil tractors 'International OilPulls'."

Murray Baker, head of the Peoria plant of the Holt Manufacturing Company, making the now famous "Caterpillar," also told me about a prospect who came to the factory and insisted on calling the "Caterpillar" an OilPull. After being corrected several times he burst out: "Well, darn it, if your machine ain't an OilPull, *show me the firebox!*" He thought all internal combustion tractors went by the name Rumely had put over so well.

Now if whoever designed the Rumely mark hadn't sewed the names "Rumely" and "Tractor" into the *same design* with "OilPull" it would have been very easy for us to adopt *in print* our conversational habit of calling the tractor "OilPull" for short, and thus actually help along the public's appropriation of the word as a common descriptive noun.

Later, when I went with Holt, I found prevailing a very human notion that creates no end of trouble for trade-mark attorneys. Our folks wanted to keep the "Caterpillar" in a class by itself, something quite apart from the common herd of tractors. They didn't want even to *call* it a tractor, not realizing that to call a patented device by its trade-mark name alone was to repeat the experience of Singer and Stillson. On the

*"What Is the Best Trade-Mark for a New Product?" April 7, 1927, page 209.

other hand, they didn't want to say "Holt Caterpillar" and so imply that there were other "Caterpillars."

Very fortunately, some minor interference brewing about that time had an educational effect and we promptly adopted "Holt 'Caterpillar' Tractor" as the full and official name. Other crawler-type tractors appeared, but the makers kept carefully away from the name "Caterpillar" and discouraged their salespeople from careless use of the name in conversation. The public was inclined to use the trade-mark descriptively, but our continued use of the family name in connection with it eventually almost hyphenated the two.

The *real* row came during the war, first when Holt tractors appeared on every Allied battle front and later when Uncle Sam had a half dozen plants making "ordnance tractors" under Holt patents and the Holt name plate. "Caterpillars" appeared in the news pictures and editorial columns, without the usual "quotes" and capitalization, of course, and the public was in a fair way of stealing the name by main strength.

This publicity looked fine at first, but presently we found it advisable to notify editors courteously that "Caterpillar" was a registered trade-mark. Of course we never could buck this overwhelming misappropriation during the rush of the war, but our own studious use

*Mr. Ellis' reference to the Holt "Caterpillar" tractor deals with a situation of ten or more years ago. Since that time the Holt tractor interests have been merged with those of the C. L. Best Company, which made "Track-Layer" tractors, and other disposition has been made of certain lines, such as harvesters, formerly made by Holt. The present style is "Caterpillar Tractor Company" and the name "Holt" no longer precedes the name "Caterpillar," at least in current advertisements. Commenting on this change, Mr. Ellis adds, "Now it's back where we started, with one class of product, not a family. It is conceivable that the new company may still decide to enter some new field and find the name 'Caterpillar' pre-empted for that classification. Keeping an old family surname alive or using the intervening years to establish a new one might provide just the carry-over value to identify the totally new product at once as a member of a well-known line. "To my mind, corporate styles, like

of the common word "tractor" in connection with the trade-mark kept Holt's commercial rights protected.

Holt also used the mark in a semi-family sense by applying it to wagons, plows, harrows, combined harvesters and what-not, but as these were confined pretty much to the Pacific Coast this secondary precaution to keep the name from becoming descriptive of a single patented article might not have prevailed had we not nationally and internationally used the three-way name.*

THE REASON FOR THE FAMILY NAME

Now, granted that one should use a *generic* term along with the trade-mark, why also use the *family* name, especially if there be but one product? First of all, one can never be sure that there will not be a second product, perhaps so different in character from the first that the trade-mark name of the first would be quite incongruous.

My old associate, Ellery Mann, will pardon me, I'm sure, for using him as an illustration. Zonite, a personal antiseptic, went across, then a Zonite ointment. Then the Zonite Products Company bought Larvex, an insecticide. Suppose it had been "Mann's Zonite Antiseptic" instead of just plain Zonite. Then it would have been easy to capitalize the family connection while keeping the Zonite clan dis-

trade-mark names, are often made too self-explanatory at the start. The Blank Service Company, for example, can produce and sell all sorts of things without bothering to change its name. But when the Blank Stove Company decides to make electric refrigerators and change its name to something more comprehensive, it must scrap forms, letterheads and advertising matter, redomesticate in forty-seven States and go through a long 'successors-to' period of showing both new and old names in full.

"Stanford Briggs once hit the nail on the head by saying that a trade-mark name should be like a blank piece of paper, upon which, by advertising, one might write anything he chose. The same applies to a company name. The more easily either one explains it self to the public, the narrower its field of usefulness may prove in the long run. Every change costs heavily in money and momentum. Far better to leave plenty of open space at the start."—[Ed. PRINTERS' INK.]

No Summer Slump Here

Chicago retailers during the month of June **INCREASED** their space in the Evening American to the extent of 88,816 lines over the same month of 1926.

They **DECREASED** their space in every other Chicago newspaper.

Experience is proving the value of concentrating in the newspaper that gives maximum coverage of Chicago HOMES.

That newspaper is

CHICAGO AMERICAN

A good newspaper

tinct from, say, "Mann's Larvex Insecticide."

The second reason for a family name is that queer things sometimes happen to lessen or destroy one's hold on a trade-mark and in such case the family name will come to bat with a worth-while carry-over value.

"Aspirin" is a case in point. If I have the facts correctly, Bayer's Aspirin was always advertised as such. When the gates were opened so that Tom, Dick and Harry could make aspirin (with a lower-case "a"), the combination name, "Bayer's Aspirin," continued to denote the original product. The man in the street didn't have to get used to anything new and probably has forgotten that he has become one of 110,000,000 owners of the trade-mark.

Two rather local concerns, one in Ohio and one in Illinois, established lines of stoves under the same name, "Eclipse." As their spheres widened, these names ran afoul of each other and there was the usual suit. The courts declared a stand-off and gave both concerns the right to use the name. The way out of this kettle of fish was for the Eclipse Stove Company and the George D. Roper Corporation to get together and agree to abandon the mark simultaneously.

That rather put it up to the former to change its corporate name as well, and it became the Tappan Stove Company. For perhaps two years it sold its gas stoves under the name "Tappan Eclipse," meanwhile adding a brand-new Tappan "T" trade-mark, disclaiming, however, the proper name, "Tappan" as part of the mark. Any one of the Tappan brothers could go out by himself and make some sort of *Tappan* stove, but not the "T" brand. Knowing this case rather intimately, I've felt all along that it was a pity this concern didn't start calling its line "Tappan Eclipse" back in the eighties. Then it might have gone on with a Tappan Eclipse line in opposition to a Roper Eclipse line and encountered no more confusion than there is today between a Willys-Knight and a Stearns-Knight.

I like the idea of looking far enough ahead to make room for a long, diversified line under a family name that isn't so exclusive that one has to observe trade-mark usage with respect to it—one that can be applied directly to a product one isn't so particular about, as for example "Smith's Gear Oil," without a trade-mark or special brand name in the middle. Then I like trade-mark protection for the stars in the line—maybe a whole flock of trade-marks if the products fall into unlike groups—finally, of course, the common name that keeps the public from appropriating the exclusive trade-mark.

This system may be a bit more cumbersome at the start, but in fifteen years of looking at trade-mark situations as one follows an interesting hobby, I've never seen a simpler way of avoiding the complications that grow out of expanding lines, nor the legal dangers that arise out of near-sighted naming, or the lost motion and re-tracing of steps that follow false starts on a too-limited scale.

Comparatively few companies get to the point of having several products, each of which can best stand squarely alone under its own individual flag. These are only exceptions that help to prove the rule. The average concern can save a lot of stumbling and back-tracking by adopting the three-way naming system right off the bat, for its very first product.

Cluett, Peabody Reports Sales and Profit

Cluett, Peabody & Company, Inc., Troy, and subsidiaries, Arrow shirts, collars, etc., report a net profit of \$1,199,148 for the first half year of 1927 compared with \$1,017,369 for the same period of 1926, and \$1,013,339 for the first six months of 1925. Net sales for the same period were \$16,910,978 for 1927, against \$12,302,938 for 1926.

New Accounts for Edwin Bird Wilson

The Trust Company of New Jersey, Jersey City, N. J., has placed its advertising account with Edwin Bird Wilson, Inc., New York advertising agency. The City National Bank, and the City Trust and Savings Bank, both of Dayton, Ohio, have also appointed this agency to direct their advertising.

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



DURING the first six months of this year, THE WORLD, THE SUNDAY WORLD, and THE EVENING WORLD delivered to their advertisers

**An Excess Circulation of
10,187,630 Copies**

over the corresponding period last year

This represents average daily net gains as follows:

	Net Gain
THE WORLD (6 days)	45,284
THE EVENING WORLD	20,336
THE SUNDAY WORLD	14,388

The net paid circulation for the first six months of 1927 was:

The  World

(7 day average)

364,169

The Evening World

313,946

A greater gain National Farm Paper

THE midyear figures on lineage by the Advertising Record Company are now available.

The report reveals this striking fact: that in the first six months of 1927 *Capper's Farmer* gained more commercial lineage than any other pa-

per in the national farm field, which includes—*Farm Journal*, *Successful Farming*, *Country Gentleman*, *Farm and Fireside* and *Farm Life*.

Capper's Farmer has gained not only in total lineage, but in practically every one of the important classes of ad-



**Sell
this
Territory
thru**

Capper's

Circulation, 828,000

Published at Topeka, by

THE MIDRIFF OF THE WORLD

than any other

vertised merchandise, until it now ranks second in the following classifications:

Automobiles
Tires and Tubes
Radio
Tractors
House Furnishings
and Equipment
Lighting Devices
Classified Advertising

Capper's Farmer gained lineage on each of the above classifications.

Capper's Farmer ranks

third on the following important classifications: agricultural implements and machinery; fencing, posts and garden fixtures; transportation; harness and accessories, lubricants and fuel oil.

Capper's Farmer goes into the homes of 828,000 farmers of the prosperous Middle West. They read every word of it—remember it, believe it. It is their hand-book, their monthly manual.

M. L. Crowther
Advertising Manager
Graybar Building
New York City

Farmer

Editor, by Arthur Capper

THE MIDWEST OF THE NATION



Seven Years Ago—1920 Detroit Had—

**79 Sq. Miles
993,739 People**

**TIMES (City Circulation) 5,025
NEWS (City Circulation) 205,911**

Today—1927 Detroit Has—

**144 Sq. Miles
1,702,314 People**

**TIMES (City Circulation) 241,834 *
NEWS (City Circulation) 249,036**

The Times has grown with Detroit

***Evening Except Saturday**

A Diversified Line Needs Only One Sales Manager

How the "Family of Products" Idea Works Out in Selling Diversified Lines

Telegram
VAL BLATZ BREWING COMPANY
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

A manufacturer with a highly diversified line has two methods of dividing sales responsibilities; either having a sales manager for each line or dividing territory geographically, each sales representative selling the entire line. What is the generally accepted practice? Please refer us to articles dealing with the problem.

VAL BLATZ BREWING COMPANY.

THERE are, of course, cases where the nature of a line of products is such that separate sales departments are required within one organization. This goes so far in some instances as to cause the formation of separate companies, relationship of which is unknown to the corporation's customers. But, unless there are special reasons, financial or otherwise, for operating each division by itself, the best results usually follow when one sales manager is placed over the entire line and when the salesmen sell accordingly.

It seems to us that the case brought up by the Blatz company would fall within the latter classification. We say this without definite knowledge of all the items the company has for sale. They may be so widely different that to associate them in a composite sales effort would be incongruous.

Among other things, the Blatz company sells a line of soft drinks. Recently it brought out a brand of chewing gum the successful marketing of which was told about in a recent issue of PRINTERS' INK. These two products are near enough alike that no complications need be feared in marketing them through one sales department. If, on the other hand, some unusual combination of circumstances should cause Blatz to bring out a line of shoes, millinery, musical instruments, or automobile accessories, the problem would be entirely different. Here

would be reason for an entire sales department or perhaps another company.

A manufacturer's problem, generally speaking, is not so widely different from that of the retailer who naturally wants to sell his trade every possible item and thus realize to the limit upon the asset he has created. The retailer can safely offer for sale any item at all that fits in with his particular kind of store. The thing he has to watch is that he must preserve his identity as a druggist, a hardware man or whatever he may be. If any line of merchandise can enter his selling scheme without detracting in any way from his establishment as a drug store or a hardware store, he is justified in taking it on, other things being equal.

PRESTIGE CAN'T ALWAYS BE TRANSFERRED

A manufacturer likewise has to keep within certain limits. What he must do is to plan his offerings in such a way that his general prestige may be automatically transferred to each new item he attempts to sell. Blatz could bring out almost anything in the way of a food product or soft drink and start with its market pretty well established. It has done this with chewing gum. Doubtless it could do the same with confectionery, canned goods and a number of other things that might be named. But if it should bring out shoes or pianos it would have to start at the very beginning, just as any other new manufacturer. Its prestige gained in other lines over a long period of years is not an asset that can be transferred to any strictly unrelated line.

When a company keeps within reasonable limits, however, it can go a long way. The Delco-Light Company started out selling lighting and power plants to farmers.

Later it brought out iceless refrigeration machines for which it gained an enormous market under the name Frigidaire. Frigidaire grew so fast that a separate corporation was formed to manufacture this line. But there is no secret about the fact that the Delco-Light Company and the Frigidaire Corporation are one and the same so far as ownership and administration are concerned. E. G. Biechler is president of both. H. W. Prior is general sales manager, having complete direction of the selling. The salesmen and dealers sell both lines. The only segregation of effort is in the advertising. To simplify operation, one advertising manager directs Delco-Light advertising while another has charge of Frigidaire. But there is a general advertising manager over both of these.

Any number of examples could be named. Armour & Company have hundreds of items ranging from ham and bacon to cosmetics, soap and violin strings. Libby, McNeill & Libby and Swift & Company have similarly diversified lines. Yet the sales management in each case is centralized. The merchandise these companies sell is related in some way or another to the packing business, either as an item of food or as a by-product that comes from turning hogs, cattle and sheep into a long list of merchantable commodities.

If these companies should attempt to segregate their products, even by lines, their selling expense would mount to prohibitive heights. Their advertising cost would grow because each item would be deprived of a part of the benefit that comes to it now through the workings of the family-of-products idea. Under the present plan the packers can bring out almost any item, put on it an identifying label and have it instantly accepted because of the previous prestige gained by the other items in the line.

The big thing that can be said in behalf of family-of-products selling is that it cuts down selling costs and prevents wasteful overlapping and duplication of effort.—*[Ed. PRINTERS' INK]*

No Place for Professional Optimists at These Conventions

AMERICAN HARDWARE MANUFACTURERS
ASSOCIATION

NEW YORK, July 20, 1927.

Editor of PRINTERS' INK:

The recommendations in your editorial on the weak spot in conventions, in your issue of July 14, are in complete accord with the recent program of this association.

Because of the national scope of our organization and the number of matters annually to be considered, the four days allotted to our conventions are not too many for the business in hand, but we have long since eliminated from our program the professional optimist with a humorous side-line. In fact, we are cutting the number of "set speeches" to the minimum, supplanting these as far as possible with general discussion, based on reports carefully and thoughtfully prepared in advance by men recognized as authorities on the particular subject.

Am glad that so influential a publication as yours has taken the lead in pointing out the weakness of average convention procedure.

CHAS. F. ROCKWELL,
Secretary-Treasurer.

Organize New Advertising Business

Thomas V. Hendricks and Robert L. Nourse, Jr., have formed a partnership, under the firm name of Hendricks & Nourse, to conduct a general advertising, sales and merchandising service at Cleveland. Mr. Hendricks was formerly in charge of advertising for the Joseph Laronge Company, Cleveland. Mr. Nourse was formerly advertising manager of the Kangesser Company.

D. S. Robertson with Capper Publications

Donald S. Robertson has joined The Capper Publications, Topeka, Kans., to represent the Capper farm papers in New England. He has been with the Meredith Publications, Des Moines, for the last two years. Previous to that time he was with the Phelps Publishing Company.

W. E. Hodgson, Vice-President, Stenzel and Company

Willard E. Hodgson has joined Stenzel and Company, Inc., New York, pictorial advertising, as vice-president in charge of sales. He was formerly with the Art Gravure Corporation, also of New York.

P. S. Willis Made Vice-President of Comet Rice

Paul S. Willis, for several years general sales manager of the Comet Rice Company, New York, in addition has been elected vice-president and manager. He succeeds W. S. Davis, retired.

LOCAL LINAGE says it with GAINS!

From January 1 to July 1, 1927, local advertisers in New Orleans used 5,252,249 lines in The Times-Picayune—198,287 lines more than they used during the first half of 1926.

New Orleans is adding to her income every month that goes by, and these local advertisers know it. They are going after their share of it in the most reliable, economical way they know. The result is: substantial increase in Times-Picayune local linage!

In this same period the second New Orleans newspaper showed a gain less than one-fourth that of The Times-Picayune, while the third and fourth newspapers showed losses.

Local advertisers are placing an ever-increasing percentage of their advertising in the medium of proved results. Circulation dominance, together with prestige of the sales-producing kind is bound to create a dominant advertising medium.

The Times-Picayune In New Orleans

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Daily 87,290

Sunday 125,721

General Representatives: CONE, ROTHENBURG AND NOE, INC.
Pacific Coast Representatives: E. J. BIDWELL CO.

An Airplane Chain Store Goes on Tour

**Newspaper Advertising Announces
Time and Place of Arrival of
United Cigar Stores' Flying Unit
which Is Touring the East,
South and Middle West with
Nationally Advertised Goods**

A CHAIN store on wings is one of the latest developments in commercial aviation. It is timed to take advantage of the wide public interest in flying. The plane, a giant Sikorsky, was remodeled and its cabin, with seats for sixteen passengers, changed into a typical United Cigar Store interior.

On July 9 this flying store started on the initial lap of an experimental ten-week flight. In addition to a stock of nationally advertised tobacco products, the plane carries Gillette razors and blades, Eastman cameras and Beech-Nut chewing gum and candies. The stocks are replenished from local United warehouses at the various stops on the flying schedule.

At each stop, local newspapers carry 1,560 line advertisements telling about the flying store and what it sells, and announcing the time and place of its arrival. The personnel of the store includes the pilot and two assistants, a United executive and a salesman.

This store is attracting considerable attention wherever it stops and officials in charge of the enterprise look upon it as a contribution to commercial aviation in offering a practical demonstration of the feasibility of caravans in the air.

In its advertising copy, the United Cigar Stores extend an invitation to visit the plane at the landing field. "You've always wanted to get inside an airplane," reads the copy. "Here is your opportunity. Just walk into this giant Sikorsky as you would walk into any other United Cigar Store."

Another novel merchandising feature of the store is the offer which is made to deliver any pur-

chases to friends in other cities at which the plane is scheduled to stop. The schedule includes Schenectady, Syracuse, Rochester, Buffalo, Cleveland, Detroit, Toledo, Chicago, Peoria, Bloomington, Decatur, Springfield, St. Louis, Dayton, Columbus, Pittsburgh, Harrisburg, Richmond, Washington, Baltimore, Philadelphia, New York, Hartford and Boston.

"Lysol" Credits Advertising for Part in Sales Increase

There has been a greater increase in the sales of Lysol disinfectant over the last nine months than at any other time in the history of Lysol, Incorporated, a division of the Lehn & Fink Products Company, Bloomfield, N. J. In recent business-paper advertising of this product, credit is given to advertising for the part it played in bringing about this increase. "Our straight-forward advertising campaign based on thoroughly proved well-established facts," reads the copy, "is bringing customers into drug stores throughout the country who ask for Lysol Disinfectant in constantly increasing numbers."

H. B. Means Joins C. P. McDonald Agency

Horace B. Means has joined the C. P. McDonald Company, Inc., New York advertising agency, as account executive. He formerly was a special representative for the Westinghouse Electric and Mfg. Company, East Pittsburgh, Pa., and, until recently, was with the Street Railways Advertising Company, New York.

F. L. Craft Joins Philadelphia "Public Ledger"

Frank L. Craft has been appointed classified advertising manager of the Philadelphia *Public Ledger* and *The Illustrated Sun*. He was formerly in charge of advertising development for the Denver *Post*. Previously he had been with the New York *World*.

Name Changed to Genfire Steel Company

The name of the General Fireproofing Building Products, Youngstown, Ohio, has been changed to the Genfire Steel Company. There has been no change in personnel or officers.

Appointed by Pueblo "Chieftain"

The Pueblo, Colo., *Chieftain*, a morning newspaper, has appointed the William J. Morton Company, publishers' representative, as national advertising representative.

Jacksonville, Florida—
135,000 Population; 35,000 Families

22,111 Families

(Each a Times-Union Subscriber)

represent an untouched

RADIO MARKET

OF the Times-Union's city family of 27,941, only 5,830 own radios, thus there is a potential market in Jacksonville alone for 22,111 radio sets.

In comparison, it is noticed that 13,568 of these families have talking machines—8,832 have pianos—13,129 have telephones—18,837 use electricity—11,201 own their homes.

Applying the same ratio to the total daily circulation of 50,640, the potential

market for radios among Times-Union readers is shown as 36,431 sets.

The City of Jacksonville broadcasts a daily program over WJAX, its municipal station; WJAX is hooked up with the National Broadcasting Company's Blue Network. There are 20 retail and 5 wholesale radio outlets in Jacksonville.

Further details of radio markets and any market data you wish will be provided on request.

The Florida Times-Union

JACKSONVILLE, FLA.

Radio page daily
12 cents a line (50,640 circulation)

Radio Section Sunday
15 cents a line (63,430)

July 28, 1927

Total Newspaper Advertising in Greater New York in Agate Lines

FROM
JANUARY 1 TO JUNE 30, 1927-1926, INCLUSIVE
DAILY AND SUNDAY

Compiled by Statistical Department, New York Evening Post, Inc.

Year	Page	Year	Page	Percentage of total lines	1927	1926	Gain	Loss
8,240	8,014	American	7.3	6,443,284	6,851,784	12,676	408,480	
9,872	9,478	Herald Tribune	10.9	9,655,694	9,642,518	12,178	297,782	
12,702	11,988	Times	16.8	14,954,034	15,251,876	19,722	1,187,744	
7,426	8,370	World	9.0	7,986,024	9,173,772	19,752	191,945	
5,545	5,216	Mirror (Tab)	1.8	1,618,045	1,810,030	19,985	1,200,000	
8,153	8,116	News (Tab)	5.8	4,454,747	4,832,960	610,487	59,246	
5,052	5,050	Eve. Graphic	2.0	1,788,632	1,847,878	60,246	428,412	
7,022	6,705	Eve. Post	8.2	7,287,046	7,725,452	438,376	166,933	
5,038	5,056	Eve. World	3.2	2,869,752	2,618,302	251,450	61,015	
4,718	6,446	Sun	5.6	4,999,397	5,165,330	166,933	331,679	
6,572	3,724	Telegram	3.4	8,465,552	8,404,130	63,422	332,776	
3,586	7,534	Bklyn Eagle	10.2	9,027,445	9,359,124	332,776	102,808	
7,462	4,380	Bklyn Times	5.8	3,387,276	3,720,052	332,776	102,808	
4,480	3,194	Standard Union	2.2	2,863,612	2,966,420	332,776	102,808	
2,880								3,629,585
101,014	100,018	Totals		88,794,175	91,423,760	2,629,585	(Net Loss)	

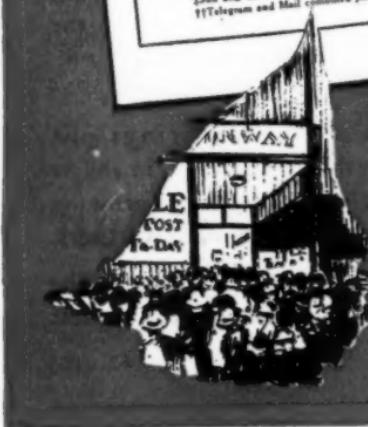
*No Sunday edition.

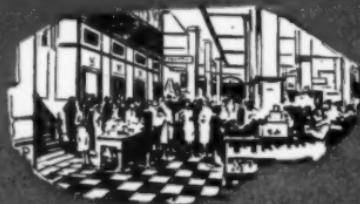
	1927	1926	1925	1924	1923	1922	1921
American	6,443,284	6,851,784	7,162,104	7,808,096	8,151,872	5,686,336	5,236,932
Herald	9,655,694	9,642,518	9,255,919	9,587,914	9,582,182	6,287,434	6,287,434
Herald Tribune	14,954,034	15,251,876	13,206,288	14,984,138	14,737,186	9,451,259	9,451,259
World	7,986,024	9,173,772	13,293,132	12,582,026	12,079,984	10,938,984	10,938,984
Mirror (Tab)	1,618,045	1,810,030	1,915,106	2,000,114	2,025,570	2,433,470	7,245,998
News (Tab)	4,454,347	5,036,024	5,261,376	5,884,664	5,123,890	1,943,000	1,126,111
Eve. Graphic	1,788,632	1,847,878	1,942,732	2,000,000	2,000,000	5,978,228	5,383,034
Eve. Journal	7,287,046	7,725,452	7,751,833	7,475,876	6,794,786	3,221,022	3,221,022
Eve. Mail	2,869,752	2,618,302	2,597,775	2,209,884	2,077,672	2,047,812	3,125,521
Eve. Post	4,999,397	5,165,330	4,357,518	3,951,178	4,357,518	4,598,366	4,598,366
Eve. World	8,465,552	8,404,130	8,242,532	8,115,856	8,290,192	3,693,968	3,555,158
Eve. Globe	2,994,971	3,055,006	3,562,844	4,824,906	4,438,312	4,961,156	4,221,088
Standard	3,827,445	9,359,124	2,518,088	8,984,636	8,239,630	7,789,339	3,430,878
Telegram	3,367,276	3,720,052	3,436,764	2,389,888	1,924,896	1,782,159	1,621,564
Bklyn Eagle	2,966,420				3,944,698	3,873,502	3,647,502
Bklyn Times	2,983,812						
Stand. Union							
Totals	88,794,175	91,423,770	82,743,888	82,044,390	84,350,060	79,563,988	75,274,748

Times and Globe combined June 4, 1927; name changed to Sun, March 10, 1924.

Times and Globe combined January 29, 1924; name changed to Telegram May 18, 1924.

ELEVEN New York newspapers show losses in lineage for the first six months of 1927 as compared with the same period of 1926. Only four show gains. Note The New





Thank You . . .

FIVE years ago a certain prominent advertising agent expressed the opinion that he doubted whether a tabloid paper would ever get support enough from either the public or from advertisers to justify its publication. His day of doubt, as far as this tabloid paper concerned, is definitely ended.

The public speedily answered itself. For more than three years The News has had the largest Daily and Sunday circulation in America. No newspaper in the United States ever gained public support or approval so rapidly and in such volume.

And year after year, advertisers have been turning to The News in increasing number with increasing volume. The first six months of 1927 furnished specific and conclusive proof of the advertising acceptance of The News.

For many types of business 1927 has been an off year. Advertising in all types of media ran somewhat behind the 1926 record for the first six months. Newspaper advertising for the six months period ran 2% to 10% behind last year.

In the New York field, eleven papers sustained losses in the first six months of this year.

Only four papers showed gains.

One of the four is The News—

A gain of 610,487 agate lines. An increase far greater than the gains of the other three combined.

An off season brings out strength. The News gain shows The News strength; its growing appreciation among advertisers.

It costs money to use The News. The News has the highest

newspaper line rate in the United States. Advertisers in 1927 as a whole are paying from ten to twenty cents a line more to The News than they paid last year. So increasing News appropriations on shrinking schedules are a very substantial form of recognition.

Department store volume and advertising lineage throughout the country, and in New York, is behind last year. But The News gained 156,494 lines in this classification. In a buyers' market, the New York department stores are looking to The News for new business, and getting it.

This is also an off year for the automobile industry and also for automobile advertising. The News gained 38,570 lines in this classification.

Other News gains are in food-stuffs, furniture, jewelry, musical

instruments, public service, book publishers, railroads, real estate resorts, tobacco, and women's specialty shops.

These gains prove the value of The News. Advertisers are coming more and more to realize that it is not just "one of the tabloids" but a new selling influence of superlative efficiency, of extraordinary economy. It reaches approximately 70% of all families in New York City. Its cost is lower. The high visibility of the small paper and the small page helps advertising do a better job. It is the one newspaper in New York today that really covers and really sells the whole market.

THE second six months of the year will show the profits. Before you settle on your Fall schedule for New York, give serious thought to The News.

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, New York

The Eighth Grade's Idea of Readable Copy

Before Advertising, the Paving Brick Industry Tried Out Its Semi-technical Copy on a Rural School

WHEN the paving brick industry came to the decision some months ago that it was time for it to begin selling more aggressively on a national scale, the matter of advertising proved something of a stumbling block. The individual paving brick manufacturer saw his goal plainly enough. What he wanted was to start property owners and other civic-minded people thinking about the value of brick as a highway material.

The paving brick manufacturer realized that advertising could probably help him and his industry. He had a story to tell, the story of a lasting, economical product; but he knew nothing of the manner in which he needed to tell it to make it interesting.

As soon as the National Paving Brick Manufacturers Association committed itself definitely to a national advertising campaign, it sought competent agency counsel. Here again the question of how to tell the story of paving brick so that it would promote sales came up for study. It was evident that it would be difficult to take a somewhat technical subject like pavements, present it in a technically correct manner and still make it understandable and interesting to a public which is not over inclined to waste time over advertising copy that is not at once readable. Finally a simple method of testing copy

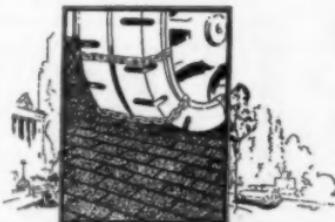
was worked out which has since proved highly practical. It is possible that other manufacturers or industries may find the same sort of test useful.

When the first finished advertisement, planned for newspaper use, was completed, fifty proofs were submitted to the superintendent of

schools in a town of 400. A country town was chosen, one in which there are no pavements or hard surfaced roads. The superintendent agreed to co-operate with the association in placing the proofs before pupils, both boys and girls, of the sixth, seventh and eighth grades. The teachers allowed each pupil three minutes to read the advertisement before collecting them. Then, thirty minutes later, the various pupils in each grade were

asked to write what they remembered of the advertisement. When their teachers had graded the papers as a combined memory and English lesson, they were forwarded to the advertising agency.

Going over the lot, the agency found that the ten and eleven-year-olds had grasped the copy ideas in a surprisingly accurate manner. Since the principles set forth were understandable to them, it seemed fair to assume their fathers would understand them too. There was, however, one outstanding point in practically all of the papers prepared by pupils that caused the



**Brick protects pavement-base
with the toughest surface known!**

Underneath the asphalt, over which your car rolls smoothly, is the other part of a pavement: the base. It must have great strength to bear the traffic because it is used in wet and dry weather. Otherwise, cars, often, are squeaking—and nerve-aching.

Picture brick, engineers will tell you, makes this base. It is the only paving material that can be recommended, it is so tough nothing on wheels can damage it. Laid with small cavities, and with asphalt between beds of brick, and you have a road that can stand up to traffic, and, especially, prove most economical under severe conditions. Thus, actual instances of lowest cost paving.

Brick paving—brick-paving—brick-paving. And never

brick paving. The A. H. C. of Good Paving, a temporary party claimed, tells the public that paving brick is the best paving material for use in paving streets, roads, and driveways. Children, too, can learn to lay paving brick. The Association, the National Paving Brick Association, Chicago.

VITRIFIED **BRICK PAVEMENTS** FACE THE FUTURE • PAVE WITH BRICK

REASON-WHY COPY IS BEING USED IN THIS
NEWSPAPER CAMPAIGN FOR PAVING BRICK

agency to rewrite all its copy. In the preliminary work that had been done for the association, the word "vitrified" appeared frequently. It was too tough a nut for the school children. Some of them took it to be a manufacturer's name. Others apparently understood it as meaning a paving brick that could be used on a street but not on a country highway. The fact is, all paving brick made are vitrified, that is, burned until the clay begins to fuse so that the brick becomes non-absorbent. None of the school pupils obtained that idea from the copy test.

So far so good. But since the point had arisen, the association decided to see how many adults had any clear understanding of the word. The best way to find out was to go out and make direct inquiries. That inquiry did not go far. After several grown-ups had "hemmed and hawed" over the question, it became plain as daylight that they had no more accurate views as to the meaning of "vitrified" than their children. Therefore the copy was ripped apart and rewritten with eighth-grade requirements for clarity constantly in mind. A test of this copy with another group showed greatly improved results, and the first advertisements were released.

Paving brick, many manufacturers feel, has marked time as an industry while its competitors have marched steadily ahead during recent years, largely as a result of co-operative advertising and aggressive selling methods. The volume of paving brick sales, although it has not fallen off, has not shown any marked gains for a long period. Leaders in the industry admitted some time ago that something must be done to wake the paving brick business out of its sleep. A year or two ago some advertising was done in several business publications, but it was not until this year that any national program of sales development through advertising came to the fore. Now a three-year campaign reaching into every corner of the country has been approved. Manufacturers feel that with millions of dollars being spent on road

construction each year, they are getting considerably less than their share. Many communities are building brick highways, of course, but many others either do not know the advantages of brick or are misinformed concerning it.

One special job that the national advertising in newspapers is designed to handle is that of costs education. In many cities the property owner pays the original cost of the pavement and the city agrees to pay maintenance costs out of general tax funds. This has militated against the use of brick, for the reason that a brick pavement with its long life costs more to lay than other kinds of paving. The natural policy on the part of some property owners has been to favor the kind of paving that costs them personally the least amount, regardless of its later costs in higher taxes. All too frequently long-term bonds have been sold to pay for short-lived pavements.

REASON-WHY COPY USED

For these reasons the main thread of the copy, which has just begun to appear, is directed at economy, durability and the ultimate low cost of highways paved with brick. In this sense it classifies as reason-why copy. One rather new note that it strikes prominently is the effect of changing weather conditions on pavements. Research into the Government weather bureau records has provided further interesting copy angles in data as to temperature changes and rainfall. The effects of traffic on pavements are, of course, gone into in detail, in explaining how vitrification toughens the surface of paving brick.

It was necessary to experiment rather extensively in arriving at the type of illustrations to be used. Paving bricks are small as compared with the highway itself. If individual pavers are shown in proper perspective in the foreground of a drawing, they soon become a mass of crosshatching in the middle-foreground and then trail off into an effect that is of no value, since it bears no resemblance to the material advertised. Halftones did not prove

FOR 76 Years UNBROKEN DOMINANCE



A SURE INDEX of a newspaper's advertising value is its classified advertising. The Oregonian prints more classified than all other Portland newspapers combined. And it leads all other Portland papers in total advertising and in circulation.

This is one important phase of the Oregonian's dominance in the Oregon market — unbroken for 76 years.

The Oregonian

PORTLAND, OREGON

The Great Newspaper of the Pacific Northwest

Circulation over 104,000 daily, over 154,000 Sunday

Nationally Represented by VERREE & CONKLIN

New York 285 Madison Ave. Chicago Steger Building Detroit Free Press Building San Francisco Monadnock Building

satisfactory. The difficulty of illustration was finally overcome by showing a close-up of a section of pavement under a modern wheel and by throwing a vignette of the street or road across the background. The pavement itself is given a color value by stippling with a dry brush.

Paving brick, in use literally for thousands of years, has an interesting story to tell its market. When Nebuchadnezzar was director of local improvements he laid a large yardage of brick, as did a number of Assyrian governors. Oddly enough, they filled the joints between the brick with a bitumen fill which is today looked on as good engineering practice in paving circles. The National Paving Brick Manufacturers Association is prepared to tell every individual who influences the building of roads and streets exactly what advantages brick offers, how it should be laid, and what it will cost, John W. Breyfogle, general manager, says. It realizes that to do a thorough job, it will have to advertise on a big scale for at least a period of three years, he tells *PRINTERS' INK*.

So far, the advertising has been successful in interesting and getting a response from the general public. Testing the copy to make sure that the semi-technical facts used were readily understandable to the layman, has proved to be worth the trouble that this testing entailed. More requests than anyone expected have been received for a booklet mentioned in the advertising, and these requests in the main have come from the sort of people whom the association wishes to reach. This, in spite of the fact that none of the copy has been written expressly for the purpose of producing inquiries. Naturally the approval of engineers and those actively engaged in road construction is desired, and to that end campaigns are being planned for trade, professional and engineering publications. But most of all the paving industry wants to interest and inform property owners and others who always pay for new pavements and rarely inquire into the costs and merits of

what they buy. Some sort of test as to what the general public would find understandable and interesting copy on paving brick was demanded by sound advertising judgment. It should be interesting to other advertisers that the eighth grade's idea of readable copy has been proved as correct. All of the association's advertising up to the present time has appeared in newspapers and trade journals. Later it is expected that other mediums will be added.

F. J. Ross Agency Opens Office at San Francisco

The F. J. Ross Company, Inc., New York advertising agency, has opened an office at San Francisco. The new branch is under the direction of C. M. Seymour, who has been elected vice-president and secretary of the Ross company. He was formerly secretary and treasurer, and has been with the company since 1920.

George DeWolf Wever, of the New York office, will be associated with Mr. Seymour at San Francisco.

Charles P. Pelham, director of service, also has been elected a vice-president. Daniel Volkmar, comptroller, is now assistant secretary. Mr. Pelham and Mr. Volkmar have been with the Ross agency since 1920.

David Lampe to Start Advertising Business at Baltimore

David Lampe, sales promotion manager of Lansburgh & Brother, Washington, D. C., department store, will leave that organization on August 15, to start an advertising business at Baltimore. He was formerly advertising manager of the Hub and supervisor of other stores operated by the Hecht Company at Baltimore.

F. W. Plumer Heads Chicago Art Service

F. W. Plumer, recently vice-president and treasurer of Floing-Plumer, Inc., New York, has returned to Chicago and has taken over the organization formerly operating there as Floing-Plumer, Inc. It will be known as Plumer, Inc., a creative service to and through agencies to which has been added an art producing group.

Remington Advertising Department Moved

The advertising department of the Remington Typewriter Company, New York, has been removed from that city to Tonawanda, N. Y., which is the headquarters of Remington-Rand, Inc., of which the Remington company is a division. Alan C. Reiley, advertising manager, continues in charge.

ADVERTISING RECORD OF LOS ANGELES NEWSPAPERS

For First 6 Months of 1927

Local Display

LOS ANGELES TIMES **FIRST**

6,443,276 agate lines, leading the second
local paper by 1,084,370 agate lines.

National Advertising

LOS ANGELES TIMES **FIRST**

2,289,938 agate lines, leading the second
local paper by 104,902 agate lines.

Want Ad Advertising

LOS ANGELES TIMES **FIRST**

4,407,620 agate lines, leading the second
local paper by 671,650 agate lines.

The Los Angeles Times is delivered to more
homes than any other newspaper in Southern
California.

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.

285 Madison Ave., New York

360 North Michigan Blvd., Chicago

The Balance of Power in Cincinnati Automobiles



HERE ARE THE FACTS:

During the first six months of 1927 fourteen Automobile makers used more space in the Times-Star than any other Cincinnati newspaper including the seven day paper.

The same period of a year previous showed only four. A jump from four to fourteen! A swing to the Times-Star by ten leading motor car manufacturers and others coming!

And from January to July, a year ago, the seven day paper lead in automotive lineage by 200,287 display lines. But the first six months of 1927 tells a vastly different story. *The Times-Star now leads by 4,284 display lines!* In automobile lineage alone the Times-Star showed a gain of 15,335 display lines, while the seven day paper suffered a loss of 110,000 display lines.

During the same period this year the Times-Star gained 63,337 display lines in auto accessories and 41,606 in tires, giving the Times-Star a lead in tires of 79,089 lines and a lead in accessories of 92,512 lines over the seven day paper.

Thus the balance of power dips again to add more prestige to the Times-Star's nineteen years of dominating leadership—a leadership most pronounced in those classifications where an accurate check is possible. Department Stores, Hardware Stores, in Electrical Goods, in Musical Instruments, in Radio, Boots and Shoes, Groceries, Building Materials, Men's Wear, etc.

CINCINNATI

Member Audit Bureau Circulations

CHARLES P. TAFT, Publisher

Eastern Representative:

MARTIN L. MARSH Phone Pennsylvania 0408
24 West 40th St., New York City, N. Y.



Automobile Advertisers are
swinging over to the
Times-Star because it
sells the most goods at
the least cost

bill Advertising

Here are the reasons for this remarkable Automotive showing. First, one of the finest Automobile Sections in the country. Second, perfect coverage—a Times-Star for every family. Third, a milline rate that is fair PLUS power and influence in the community.

HERE ARE THE FIGURES:

AUTOMOTIVE LINEAGE (Automobiles, Tires, and Accessories)

First six months of 1927 compared with same period 1926

	Times-Star	7-day paper
1926.....	418,093	618,380
1927.....	<u>538,371</u>	<u>534,087</u>
	120,278 Gain	84,293 Loss

Seven-day paper's lead 200,287—1926
Times-Star lead..... 4,284—1927

June 1926 and June 1927 Compared

	Times-Star	7-day paper
1926.....	82,186	97,987
1927.....	<u>117,764</u>	<u>86,682</u>
	35,578 Gain	11,305 Loss

Seven-day paper's lead 15,801—1926
Times-Star lead..... 31,082—1927



TIMES-STAR

100,000 Group of American Cities

C. H. REMBOLD, Manager

Western Representative:

KELLOGG M. PATTERSON Phone Central 5065
904 Union Trust Bldg., Chicago, Illinois



*The
Answer
to
an
Ad-man's Prayer*

The box in the corner is a summary of what advertisers want—as told by Arthur H. Ogle of the Association of National Advertisers.

Spread a Boston Evening Transcript before you and check point by point. The Boston Evening Transcript scores 100%.

Then consider that Transcript readers are not only the richest buying group in Boston, but are concentrated in a natural market and you will understand why successful advertisers place this outstanding paper FIRST on their Boston list.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Six

This

ON

ence: scra- produ- moti- is no sold." ment dicate merch gives our p incide- veals sales have in ou men and scienti- ing to level own the in- large.

To we u- distrib- exclusi- strict don't sell ev- emotive a jobbe- because would the lin- best ar- assistan- may mu- dise. V- factory some di- look at fellow's proper tributor pectionate we've f-

Six Steps in Lining Up the Jobber Actually to Sell

This Manufacturer Does Not Assert His Idea Is Possible of Accomplishment, but It Is Something to Shoot At

By M. T. Rogers

Of the Burton & Rogers Manufacturing Company

ONE of our best men said recently, during a sales conference: "We haven't any more than scratched the surface with our products—the trouble is that automotive equipment is not properly sold." This statement at once indicates what our merchandise is, gives an idea of our problem and incidentally, reveals the type of salesmen we have developed in our work—men who think and are conscientiously trying to raise the level of their own work and the industry at large.

To begin with, we use jobber distribution—not exclusive, but restricted. We don't attempt to sell every automotive house in a jobbing center, because to do so would lessen the attractiveness of the line, but we try to pick the best and give them every possible assistance to the end that they may make money on our merchandise. We've had some very satisfactory experiences and we've had some disappointments, but we try to look at the problem from the other fellow's viewpoint, make the proper allowances and when a distributor fails to come up to expectations, ask ourselves where we've fallen down. We're sold on



They will show about the B & R 15 F. ONE DAY Charger. You can explain its superior features, high efficiency, handling, low cost, etc., and the customers know that it is backed by your house and by your manufacturer and is a safe buy.

Your customers will ask you about this, because we are telling them to, in national advertising.

jobber distribution and our problem is so to instruct the jobbers' organizations that they can do the contact work with the trade in the most efficient manner. It needs co-operation of an intensive type and our experience has shown that this is the program that we can carry out at the present time:

1. After our territory salesman has sold the line to the jobber he arranges to address the jobber's sales meeting. (In the more congested districts, where it is comparatively easy for the men to get in, these meetings are held weekly; in some instances, once each month; in a few cases, less often.) At such a meeting we try to demonstrate the equipment in actual use (I haven't mentioned before that our product consists of battery chargers for the automotive dealer and battery service station, and a complete line of electrical test equipment), so as to point out the technical features, as well as to emphasize the selling possibilities. Territory men are supplied with a standard synopsis of sales points, upon which they enlarge as the occasion demands. Of course, the object is to get

ADVERTISING TO JOBBERS TO HELP THEM
SELL THEIR CUSTOMERS



the salesmen to the point of asking questions—once an active discussion has been started, we feel that the meeting has been a success. But it usually happens that one or two men take an active interest from the start and the others have to be nursed along until they see the possibilities.

2. The next step is to arrange for our missionary man to travel with some of the jobber's men. (I never have liked the term "missionary man.") We usually supply one man to a jobber and arrange to keep him busy for a week at a time with each house, working with the men in rotation. Please note that the idea is to work "with" and not "for" them. While undoubtedly some jobber's salesmen will try to take advantage of us, our men are instructed to make the first sale, asking the jobber's man to listen carefully to the argument, and then have the jobber's man tackle the second prospect, with our man at hand to help and to criticize constructively the effort when the work is over. We have only a few missionary men and we have learned to select them with great care. That lesson was driven home to me some years ago when I heard a prominent jobber tell a group of manufacturer's representatives that he was not at all partial to having men travel with his salesmen. He said that often such factory men upset his employees by talking boastfully of what money they were making, or they wasted the salesman's time in talking too long about their own product or they cut the day short at both ends—late starts in the morning or ball games or motion pictures in the afternoon. I determined then that no jobber would ever have cause to make such a complaint of one of our representatives.

LETTERS SENT REGULARLY

3. As a follow-up on this work, we obtain a list of the salesmen of our jobber-distributors and send them letters regularly. In these letters, we emphasize one or more selling points on the battery chargers and we have recently inaugurated a campaign where we ask the

jobber's salesman to fill in a postal card giving the names of dealers on his list that he thinks might be interested in our product. When such a name is received, we immediately write the dealer, referring to the jobber's salesman and sending the latter copies. This campaign seems to be getting results.

4. All of this is backed up by publication advertising direct to the jobber's salesman, in which we refer to advertisements appearing in the general trade papers, where the basis of our whole work is "Ask the Jobber's Salesman."

It will be seen from this brief description of our work that we try to do a lot for the jobber's salesman. With us, he's the "neck of the bottle" and somebody must get the story to him. It sometimes seems strange that the average person has such a fear of anything technical and especially electrical—one may call it fear, but it's our belief that it is more often unwillingness to make the effort.

It seems to be human nature to get as much as possible for the least amount of effort and I have no doubt that a large percentage of our merchandise is sold to dealers and service stations in some such manner as this:

"What have you got for a battery charger, Mac?"—this to the jobber's salesman from his regular customer.

"Oh, we have the B & R 15F, One Day Charger—it's a wonderful machine."

"What can you tell me about it?" says the prospect.

"Who, me? Not a thing! I don't know anything electrical but you know the company back of it and our house handles it. That's enough guarantee for you. Then, they send complete instructions with the machine and are Johnny-on-the-spot for service. You can't go wrong."

Of course, we should be thankful that they're sold. Well, we are and yet there is so much of the "ideal" in our business doctrine that we hate to see a man buy a 15-battery machine when he hasn't business enough to keep it half occupied, and we wish that

Several

"Several of the people connected with our company read Nation's Business and we all consider it among the best of the magazines we receive."

—C. E. SLAGLE, President & General Manager,
Louisiana Central Lumber Company, Clarks, La.

NATION'S BUSINESS

July

1927



Mr. C. E. Slagle, Pres. & Gen. Mgr.
Louisiana Central Lumber Co.,
Clarks, La.

**Bureaucracy Puts Out
to Sea by Chester Leasure**

**Business at the Mid-Year
Turn by Industrial Leaders**

**Reckless Reclamation
by Representative W.R. Wood**

A map of Nation's Business, Page 40



Published at Washington by the Chamber of Commerce of the United States

A QUARTER OF A MILLION CIRCULATION

a buyer might be told first hand some of the vital points about operation, etc. It would save time for the operator, the jobber and ourselves.

Now you know why we are in accord with the salesman of ours who said automotive equipment is not properly sold and why we feel it is necessary to do so much work for jobbers and their salesmen.

A friend of mine—connected with a leading trade paper—tells me that we're all wrong. He says, "Go to the jobber's sales manager and sell *him*—forget the salesmen—let *him* take care of them. If you were an officer in an army and wanted to give orders, you wouldn't try to tell all the privates, would you?"

There's a lot in that, of course, and yet it's the ideal condition that has not been reached as yet in the automotive industry. Whether it's possible to handle the problem in that way in other lines of business, we don't know, but our guess is that it isn't—let's hope it will be some day. And, when longing for that day, here's a suggestion of the way we would like to handle the job—possibly the program can be fitted to other industries as well.

1. Sell the line to the sales manager.

2. Address a meeting of the jobber's salesmen and insist on making complete demonstrations of the equipment in operation.

3. Have a "salesman - teacher" travel one day with each jobber's man the week following the meeting, working as has been outlined.

4. Have the territory man go out with the jobber's sales manager for one or two days during that week and use the same tactics with him that the missionary man does with the salesmen.

5. The following Saturday hold another meeting, conducted entirely by the sales manager and criticized by the territory man.

6. Then follow up with letters, advertising, etc.

With most manufacturing businesses of which we know any of the details, the sales manager is constantly moving around the country, working with his men and calling on customers. It has been

our impression that comparatively few jobbers' sales managers follow such a program—at least, in the automotive industry. And it would pay them well. During a recent meeting of jobbers and manufacturers, which was addressed by a representative of the Automotive Equipment Association, a dealer was invited to express his views. Not only did he explain some of the problems of his own business but he directly accused a large jobber—a personal friend of his—of not having been in his store for over a year. "I'm glad to see your salesman, of course," he said, "and he has been persistent in keeping after me but your house would get more business if you'd drop in yourself occasionally." That sales manager made a vow then and there that he wouldn't pass up such an invitation.

In our estimation the jobber is a very vital link in the distribution of merchandise—just as important today as he was two generations ago, but in a different way. His problem is more efficient selling—lower cost per sale—and he must solve that problem. We, as manufacturers, are in a position to help him a whole lot, without great expense, if we will only put our shoulders to the wheel—study his problems with him—give him the benefits of the experiences we've had in our work throughout the country—and really *help* rather than *criticize*.

Portland, Me., Chamber Appoints W. S. Small

William S. Small, recently advertising manager of the Rines Brothers Company, Portland, Me., has been appointed secretary of the retail and wholesale divisions of the Portland Chamber of Commerce. He was formerly in the advertising division of the Jordan Marsh Company, Boston, and, at one time, was with the Boston Post.

Appraise Estate of John Jacob Bausch

The estate of John Jacob Bausch was recently appraised at \$1,387,697. He was past president and one of the founders of the Bausch & Lomb Optical Company, Rochester, N. Y., whose death was reported last February. The estate has been placed in trust for the widow, children and other relatives.

More Than
195,000
Daily

More Than
425,000
Sunday

Los Angeles Examiner

"The Greatest Salesman in the West"

5c. DAILY

JULY 28, 1927

10c. SUNDAY

LINEAGE RECORDS SHOW WIDE APPEAL OF EXAMINER SPACE

FINANCIAL GAINS FOR 6 MONTHS LEAD ALL

PILING up increases in Banks and Financial advertising at an unprecedented speed, overwhelming all competition by constant proof of its powerful effectiveness in making sales, The Los Angeles Examiner at the end of the first six months of 1927, was hot on the trail of a 100,000-line gain in this highly important classification.

Its actual progress was 97,811 lines, an increase that exceeded the net gain in banks and financial advertising of ALL the other newspapers in Los Angeles, by 58,005 lines! It is the only newspaper in this fifth greatest American market that showed a growth in financial advertising in every one of the first six months of this year!

And that was not the only classification indicative of how The Examiner reaches the well-to-do, able-to-buy, quickly-responsive audience of this territory. The June figures reveal some other interesting statistics. For example, in the Electrical Appliance field, Jewelry, Musical Instruments, Radio, Real Estate, Building Materials and Toilet Requisites advertising—all appealing directly to those who have the cash and spend it—The Examiner carried a greater volume of advertising than any other Los Angeles paper, from the merchants on the ground who know where their results are coming from.

We're proud of that record in "class" advertising, but equally as proud of our demonstrated capabilities to "sell it to Sweeney." We carry more net paid Amusement advertising in Los Angeles than any other newspaper; more local beverage, men's clothing and tailoring, dentists, cafés and transportation lineage.

In the morning field, alone, we hold pennants also, the June records show, in total automobiles, motorcycles and accessories volume; cloaks and suits; sporting goods; and dancing schools.

Analyze these facts for woman-interest; men's interest; class or mass appeal. They're all there! In a newspaper as interesting as The Examiner they cannot help but be!



FLORA SMITH, creator of a new "curve" technique in art, is another discovery of The Los Angeles Examiner. Her work is being shown in a number of other Hearst newspapers, but her first opportunity to really express herself along her own original lines was given her when The Examiner brought her to Los Angeles from Denver. Miss Smith is a charming young lady, still in her twenties. Her work has won the plaudits of art critics throughout the Nation.

RADIO STABILIZED, SAYS EDITORIAL

"THE owner of a radio receiver need not fear that the set purchased yesterday or last week or some months ago will soon become obsolete," said an editorial in a recent issue of The Los Angeles Examiner. "The radio industry is out of its swaddling clothes. The industry has become as stabilized as that of the automobile or any other, and there are not going to be any revolutionary changes."

All of which is helpful toward setting the public's mind at rest, and is a job of truth-carrying that The Examiner is glad to do for the good of the whole industry.

“SELL IT IN THE ALL

Why the Golden Suburbs

*~make up an important part of
the world's richest market!*



New York's 50-mile suburban territory comprises The Golden Suburbs. Here is advertisers' richest pay-dirt. It assays more to the advertising dollar than any other region in America.

IN Suburban New York there are more than 50 towns with a population of 10,000 people or more—

—and scores of villages and hamlets of lesser populations.

Quite a sizeable market in itself, isn't it?

Highly valuable territory for any

advertiser—vitally necessary for manufacturers of household equipment, electric refrigerators, oil and gas burners, building materials, washing machines, also for all whose products reach consumers thru grocery and drug stores.

But how reach this great and growing market that makes up the Golden Suburbs?

ALL
AY HOME NEWSPAPER"

In the 50-mile suburban territory alone the Sunday New York American has a circulation of 283,807, more than all 3 other standard Sunday newspapers combined, more than all standard week day newspapers combined—more than all New York standard evening newspapers combined. And the trend of this unrivalled suburban coverage parallels the rapid growth of population in the Golden Suburbs.

The Sunday New York American not only dominates in the Golden Suburbs, but it also dominates everywhere in and around New York. Of its huge circulation of 1,120,022, 772,747 copies are sold in Metropolitan New York—40% of the total circulation of all 4 standard Sunday newspapers. The largest Metropoli-

itan circulation of any standard newspaper in America—morning, evening or Sunday.

All thru next week and every week its readers will be making regal purchases decided in the royal hours of Sunday leisure. Monday, Tuesday, Wednesday, Thursday certain makes of automobiles, rugs, furniture, household equipment, foods, toilet preparations, and clothing will be bought per order of the family in Sunday session.

All of which augurs that whatever New York newspapers you may select, without the Sunday New York American your coverage in New York's great suburbs is bound to be weak. Judge for yourself. Allow us to lay the suburban figures of all New York newspapers before you.

To reach your market, to sell your product, Sunday is the day, the home is the place, and the Sunday New York American is the newspaper.

SUNDAY A. B. C.—1,120,022

In Westchester, Suffolk and Nassau, the three richest suburban counties in America, the Sunday New York American reaches more than 50 per cent of the native white families.

In these counties there are 66,774 income tax payers, 115 golf courses, 156,278 owners of passenger cars.

In the Sunday New York American you reach *actually* many more of these people than in any other New York newspaper—morning, evening or Sunday.

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK

1834 Broadway

BOSTON

No. 5 Winthrop Sq.

CHICAGO

35 E. Wacker Drive

SAN FRANCISCO

Monadnock Building

The
Prestige and Pulling
Power of these newspa-
pers in The Big Louisville
Market are the results of
over one hundred years of
alert public service and a
Circulation Coverage rarely
attained in any
market.



The Courier-Journal THE LOUISVILLE TIMES

Represented Nationally by the S. C. Beckwith Special Agency

Beware the Tint Background

Legibility Is Often Sacrificed in Planning Unusual Backgrounds for the Message

By W. Livingston Larned

LEGIBILITY is often lost while an advertisement is going through several important stages of development from the original layout sketch to the proof from a complete plate, with all the ingredients assembled and in their proper places.

The superimposing of type over background effects is referred to specifically, for it is in this field that the majority of the really unfortunate errors occur. Why do advertisers ever decide to superimpose reading matter over a tint background? Because they reason in this manner: "The large majority of layouts are made up for the most part of type against white paper. Therefore, if I take my space, which is held together by an all-inclusive tint of some kind, and put it on the page with advertisements which are open and light in color my display certainly will make more of an impression than the other fellow's. It will be a complete and solidified thing. The solid black over-all background or the gray tone base makes the space more compelling."

There is some measure of sound reasoning in this. The tint foundation of an advertisement does hold it together. But in arriving at one result, another result of even greater consequence is often unconsciously allowed to intrude itself. When the type is superimposed over these backgrounds, it is not always easy to read.

There are several established methods of creating this school of display, mechanically. One is to make up the advertisement complete in every particular, with the exception of the tint, which is blown in by means of the air-brush. The typography, in clean proof form, is mounted in its proper place. A tint is sprayed over it to the desired strength.

A second method is to introduce no tint at all, but to allow a half-tone screen to form the background

behind the type. This means, necessarily, a delicate gray, not always strong enough to satisfy the seeker for vivid contrasts. In copy of this character, the advertisement is made up as a complete display with proof of typography mounted in, and the engraver halftones the entire area, text and all.

The third plan is to paint or air-brush in the background to the desired strength and to have the type handled, from a proof, as a separate negative detail, during the engraving processes. In many instances, when the advertiser insists upon white type on a black background, the type is set to fit the space and a reverse negative made. This can be attended to by the engraver or a photograph may be had, in reverse, and this, in turn, mounted into the composition. Sometimes the original design will contain reverse type, white on black, and the engraver will achieve his gray tones by means of screens, or Ben Days.

Where the advertisement is to appear on poor paper stock or in a newspaper, and an all-over gray tone is sought for the typography, a very fine stippled or straight-line Ben Day texture serves the purpose, being mechanically introduced when the engraving is made. The artist does not need to bother with it at all.

WHAT MIGHT HAPPEN

But now suppose we look into what may happen mechanically, and of an unexpected character, if every step of the way is not watched by a professional eye.

In the first process, where the background tone is air-brushed over type proofs, an advantage is apt to be accompanied by a disadvantage. When the tint is blown in, its strength may be gauged on the original with relation to the type. But if there happens to be material reduction, a number of disappointing things can happen. A tint

which seems delicate enough in the original and which sets the reading matter off to advantage, is apt to darken up in the reduction. In addition to this, the type is reduced as well, and this fact must not be lost sight of. It is necessary, therefore, to select type proportionately larger than its final reduction.

Almost always, it is a dangerous practice to have type set, proofs mounted into an advertisement, and the entire display engraved in smaller size. Despite elaborate care, legibility is apt to suffer.

The second method is generally successful; that is, to allow the halftone screen to supply the background texture. It must always be kept in mind, however, that the screen will inevitably cut the full strength of black type.

Where the background tones are either painted in, with tempera, or air-brushed into place, constant vigilance is necessary to prevent mottled effects.

A tempera gray may seem absolutely flat and even in the original layout, but the negative picks flaws in it, and when an engraving is made, the background will be far from smooth as a base for typography. It is not easy for even the most expert artist to lay an absolutely even background of gray. Brush marks, drying out, become intensified and therefore interfere with the superimposed text.

As a rule, it is best to air-brush such effects. Any imperfection in the drawing board or paper will make its presence felt at such a time, however. Some artists and layout specialists believe that the best plan is to mount gray paper into the advertisement for background purposes. But few of these gray papers are to be trusted. They may seem to be of an even texture but plate-making brings out imperfections in them.

It may be said, that type should never be placed over even the most delicate gray background, if there is a great deal of it and if the type face is, therefore, necessarily small. Where type is large and a few bold sentences are superimposed, the pitfalls are few and the scheme may be employed with every guarantee of success.

Now and again there appears a composition which carries white typography against a medium gray background. Never to my knowledge, has it ever been adequately done. It is impossible, to begin with, if the type be small.

The great difficulty connected with leaving it to the engraver to supply him with the layout in which the background has been painted in, and with a typographical set-up which is to be stripped in, mechanically—is to be found in the fact that nobody knows what will happen until the finished plate is ready and a proof made. It is all a matter of guess-work, to a very considerable extent.

The prevalent fault is that of too-dark backgrounds. In a desire to achieve bold display, readability of type is sacrificed and overlooked. If the gray is the gray of the halftone screen only, a fair measure of success would appear to be assured, in advance, although in some compositions the type itself is "grayed down" by the halftone screen.

WHITE PAPER IS USUALLY BEST

It is doubtful if the advertiser will ever hit upon a type frame or background better than the white paper itself, although, in his restless search for new effects, he persists in these experiments.

An idea for a background will seem very ingenious indeed, yet not work out in a practical manner. The time to judge is when the advertisement makes its final appearance on the newspaper or magazine page.

A slate concern finds a section of light gray material, perfect from the manufacturer's standpoint. It is beautiful. Someone says: "Why not use this photograph, as an over-all background tint, upon which typography may be superimposed? Then even the background will have selling justification."

It appears to be a good idea. A photograph is made of the slab of gray slate, reproducing successfully its innumerable gradations of light and shade, its very texture.

This proof is mounted and the photographic illustration of a bungalow superimposed over it, at the top. Next comes the name plate.

Gentlemen:

As we are planning to
build, please send a copy
of the booklet which
you mention in your ad.

When inquiries come in

BUYERS, too, want to save time. That is why they are responding to your advertisements, making inquiry for your booklet.

They seek information which they can study in their homes or offices. They like to consider the strong points about your product or service, prepare pertinent questions, before they face salesmen.

Does your follow-up direct advertising present the facts and figures prospects want?

EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving • Letterpress and Offset Printing • Binding • Mailing

So far, so good. It is certainly an attractive and appealing advertisement, up to now.

But when the reading text is superimposed by the engraver, legibility is in doubt. That delicate slate texture confuses the eye and makes easy reading all but impossible. Thus the beauty of the background is lost or at least sacrificed to a considerable extent, and the reader will not take the trouble to unsnarl the misty type. A good idea goes wrong and the exceptions are exceedingly few.

I will not attempt to say that the all-over gray background tint should not be used and that it is always due to meet with defeat. This would not be literally true. There are some interesting examples of original wash drawings accompanied by large-type display, and a tint of gray solidifying the whole, but investigation proves that in these adequate cases, the background tint is very, very delicate, and, in the majority of instances, is no more than a halftone screen. No tint of any kind was either painted in the original, blown there by means of air-brush, or achieved by means of gray papers, mounted for the purpose.

The users of color in advertising do not meet with such difficult problems. Almost any tint, upon which black type is placed, will provide the necessary contrast. But where there is no second color, and black is placed upon gray, white on black, or white type against dark gray, this contrast is not in evidence and the eyes of the reader promptly rebel.

A wallpaper manufacturer conceived the perfectly obvious idea of using photographs of various patterns as the over-all background effects of an entire series. Some of these designs were quite elaborate. Despite this, it was his stubborn command to supply wallpaper atmosphere as the setting for typography, although he was warned against even attempting it.

The typography was illegible and the patterns were marred by the reading matter. It ended in defeat. Nothing should ever be permitted, in my estimation, to stand in the way of easy reading.

Background cleverness will certainly not make up for this affront to the eye. People refuse to work out a story as they might a picture-puzzle. They prefer to read and run.

Where a single phrase, presented in large type or hand-drawn, comprises the entire message, then it is an entirely different matter. More liberty can be taken. White lettering on a gray background becomes valid enough.

The engraver, faced with the necessity of superimposing or reversing small typography, is never to blame if things do not turn out satisfactorily. He simply does the best he can with such material as has been supplied. His is a purely mechanical problem and one with marked limitations in this specific field.

If you feel the need of an overall composition, as opposed to a hollow display wherein white paper is very much in evidence, use a gray or black or decorative border, with a white mortise for type, or so cut down the amount of reading matter that the size of the type will make it entirely practical to employ gray or black backgrounds. The possibilities of other compromises than this are very few.

J. R. Thompson Company Reports Net Profit

The net profit of the John R. Thompson Company, Chicago, restaurants, for the second quarter, ended June 30, 1927, was \$373,224, after charges, compared with \$387,532 for the same period in 1926. Net profits for the half year ended June 30 were \$769,024 against \$777,952 for the first six months of 1926.

W. F. Kohn Appointed by Osgood Company

Walter F. Kohn, formerly with Rand McNally & Company, Chicago, has been appointed manager of the newly established direct-mail department of the Osgood Company, Chicago commercial art, photo-engravers and commercial photographers.

Hotel Account for Seattle Agency

The Izzard Company, Seattle, Wash., advertising agency, has been appointed to direct a campaign for the Hotel Georgia, Vancouver, B. C., which will use Pacific Coast and Western Canada newspapers.

Bundscho's has become the Mecca for inky-fingered gentry who have a real feel for type. They like to work here, not only because we pay them well, but because they find real appreciation for good work.



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU



Full Speed Ahead!

Prospects for a great fall and winter business in the cities covered by the newspapers in this group were never brighter.

Chicago—Detroit—Milwaukee—
Boston—Rochester—Syracuse—Albany—
Each of these cities is a bright spot

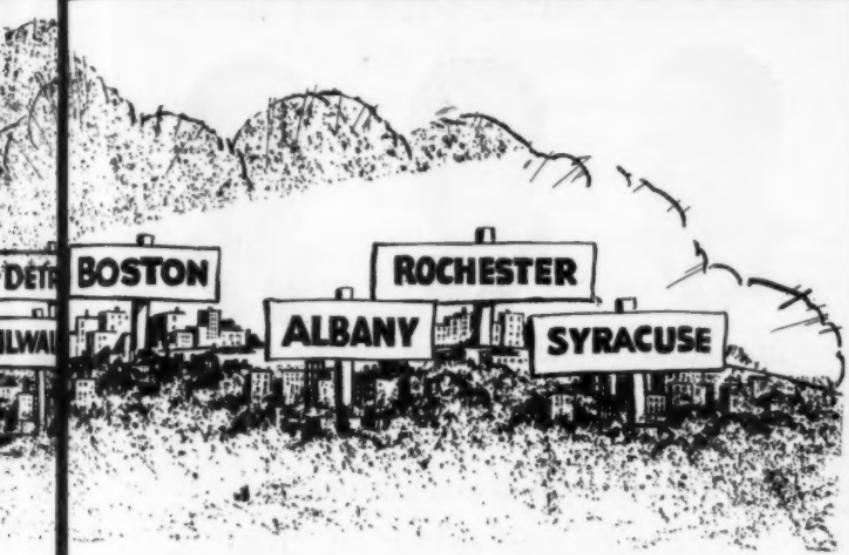
H. A. KOEHLER
929 Hearst Bldg.
Chicago

K. J. NIXON
82 Marietta St.
Atlanta, Ga.

Rodney E. Boone
9 E. 40th St., York

L. C. BOONE
Book Tower Bldg.
Detroit

Chicago American Boston American Albany
Detroit Times Boston Advertiser Rochester



on the map of prosperity. They offer unlimited possibilities to build bigger volume.

Certainly there can be no doubt as to the wisdom of intensive cultivation of such important markets as these through the newspapers listed below.

A representative will welcome an opportunity to present all of the facts and figures in connection with this group.

Bo
40th
York

S. B. CHITTENDEN
5 Winthrop Square
Boston

F. M. VAN GIESON
541 Monadnock Bldg.
San Francisco

FRED H. DRUEHL
136 St. Paul St.
Rochester, N. Y.

ican
tiser Albany Times-Union Syracuse Journal
Rochester Journal Wisconsin News



H. D. WILSON



A. T. CHAPECK



F. C. KEARFOTT

Introducing the members of the Chicago office of this group of Newspapers who are rendering an intelligent, helpful service to advertisers interested in three of America's most responsive markets!

ADDISON T. CHAPECK

Chicago Representative

932 Hearst Bldg.

Franklin 4900

Baltimore News

Baltimore American

Washington Times

Washington Herald

Atlanta Georgian - American

What the Fine Arts Are Doing for Business

Art Has a Universal Appeal and Manufacturers Should Make Use of It

As Related to James True
By Gutzon Borglum
Sculptor, Painter, Author

FOR years, the failure of business to adapt the fine arts to its productions has been something of a mystery to me. Although I have seen many demonstrations of the fact that the universal appeal of art has a large and definite commercial value, I have discovered comparatively very few manufactured articles which display the attractions of art in their general appearance. To me, this simply means that American manufacturers are overlooking a powerful influence which has the capacity not only to broaden markets and increase demands, but also to stabilize many industries.

There is a belief, widely prevalent in our country, that the appreciation and love of art must be cultivated and are largely a matter of education. Yet, it is a fact that all primitive peoples, as they emerged from savagery, satisfied their hunger for the beautiful by creating simple art designs. They decorated with line and color their fabrics, cooking utensils, war clubs, tools, and everything they used. Now, many of our best designers are searching out the primitive designs to use as motives for more elaborate creations. All of which shows that the appreciation of art is one of the first intuitions of intelligence. A child will eagerly choose a colorfully decorated toy in preference to one that is plain or unsightly. The average American woman, I am convinced, will invariably select an artistically decorative rug in preference to one, at the same price, that has much better wearing qualities, but is of less attractive appearance. The average man is always influenced in his purchasing by "the looks of the thing," the artistic appeal. I am sure that this intuitive preference for the artistic

can be appealed to much more widely in the profitable merchandising of practically everything we buy and use.

To an appreciable extent, manufacturers of fine perfumes realize that the forms in which they present their goods have much to do with sales. A number of candy manufacturers, also, have discovered that really artistic packages have a definite appeal that stimulates demand. But why is the principle of the attraction of art confined to so few lines? If it will increase the sale of perfumes and candy, there is no reason in the world why it cannot be profitably applied to a can of beans, a package of carpet tacks, or a sack of flour.

ADVERTISING HAS OUTSTRIPPED GOODS, IN APPEARANCE

As yet, about the only phase of business in which we find art widely used is advertising. The progress in this direction is astonishing and exceedingly gratifying. Look over the advertising pages of most publications and you will find excellent examples of the application of the fine art of painting, reproduced with fair accuracy, and extremely appealing. That this application of art to business has been profitable is proved by its remarkable development; but I think that the advertisers have failed to realize the full benefit by not conforming the appearance of their goods to the artistic appearance of their advertising. They have used art merely for its ability to attract attention and have failed to utilize the greater value of the permanency of its attraction.

Let me explain this by an experience of my own. Several years ago, I was attracted by the artistic appeal of the advertisements of a

certain toilet soap. The paintings, reproduced in color, were excellent, and the advertisements were convincingly written. I bought several cakes of this soap and was astonished to find that they were put up in packages that were most unattractive. While the quality of the soap was good, there was absolutely nothing in the appearance of the package to encourage future purchasing. In fact, quite the reverse was true.

Go into any store in the country and look over the shelves, and you will find innumerable examples of the same failure to take advantage of a fundamental principle. It is evident that a great many manufacturers have attempted to "knock their eye out" with package designs. They have selected the most striking colors from an attention-getting viewpoint; but they have overlooked the fact that many things which attract attention soon become repellent.

Now transfer your attention from the store to the average household, where the same goods are arranged on the kitchen shelves and are found all about the house. Is there anything attractive about them? Is there anything beautiful? Do you think that you could do your day's work better if the cans of baking powder, packages of breakfast food, brooms and what-not were arranged about your desk for you to look at from one day's end to another? Yet all these things can be made artistically beautiful.

UNSIGHTLINESS TO BLAME

It is my opinion that the shifting, unstable demand for many products could be traced to their unsightliness. I believe that a great many women cease to buy certain products simply because they are tired of seeing them on their kitchen shelves. As an example, consider breakfast foods. The satisfying of our aesthetic sense has a considerable influence on our appetite for foods. Any dish must please the eye to be entirely satisfying to the appetite. Many a hurried breakfast, I am

inclined to believe, is served with a package of breakfast food on the table. At any rate, millions of women have to look at and handle the package before they eat their breakfast. And look at the blame thing! Can you find one among the many that are put out that has any appeal whatever to our aesthetic sense? And yet the large packages in which breakfast foods are put up would give any artist worthy of the name an opportunity to make something artistically beautiful and appealing.

It is obvious that such an appeal would not only encourage a larger consumption of the product, but would also influence repeat sales. However, mere artistic prettiness is not enough. We soon tire of superficial art, as frequent changes in fashions attest. But even in fashions, when a style design is founded on a real art principle, it lingers for generations. For instance, the Paisley shawls of our grandmothers, because of their genuine artistic beauty, have never entirely gone out of fashion. Therefore, the manufacturer should endeavor to include the appeal of real art in his package designs, so that they never will become tiresome.

Time and again, during the last few years, I have been impressed with the commercial value of satisfying the art hunger of the public. One day, soon after we began the carvings on Stone Mountain, I saw a man standing by the road a few miles from the operations, checking the cars that passed. I stopped to question him, and he told me that he was with the Federal Government and was counting the cars to estimate the public interest in the enterprise. He told me further that more than 700 cars had passed on the way to the mountain in less than four hours.

The same trend of travel was apparent as soon as we began work on the Black Hills monument in South Dakota. Although the nearest town is twenty miles away, and is hardly more than a village, the traffic has grown from practically nothing to hundreds of

cars a day. Not long ago, a State official told me that the volume of the tax on gasoline had increased 30 per cent since the work on the monument began, and that he expected the increase eventually to reach 100 per cent. And this is for the entire State, not merely for the locality.

These are only two examples of the commercial value of the attraction of art, as expressed in increased sales of gasoline; but it also should be remembered that the travelers are wearing out cars, tires, clothing and other things, and that they are spending money on their various needs. You may say that this travel is due merely to curiosity, because people are interested in seeing how the work is done; but experience proves the contrary. Think of the millions of dollars that travelers from all over the world have spent in going to see the art treasures of Europe. The love of art is universal and fundamental.

EVEN FORDS HAD TO BE IMPROVED

Regardless of the demand of any product the extent of its sale, of the importance of needed supplies, the time comes when its artistic aspect is an important factor in its sale. The Ford car is an excellent example of this tendency. For years, its primary appeals were furnished by its utility and its cheapness. As time went on, the public began to make fun of its appearance. Then Mr. Ford discovered that he would have to supply the aesthetic, as well as the utilitarian, demand to prevent the loss of business.

In our civilization, as well as in the development of industries, our primary object is to supply necessity; but as soon as our primary needs are met we tire of the utilitarian form and demand artistry. The automobile furnishes an excellent example of this truth. A few years ago, the public's interest was concerned mainly with the mechanical aspect of the car. Now we are inclined to take the mechanical excellence of the automobile for granted, and competition is largely a matter of appear-

ance. Manufacturers are striving to improve the appearance of their automobiles, and several of the leaders are turning out works of art.

Regardless of all aesthetic nonsense to the contrary, the development of art and the multiplication of art objects follow money, as expressed in individual wealth and income. Money furnishes the opportunity for leisure, for study and contemplation. When our material needs are readily supplied, we naturally desire to satisfy our emotional and spiritual nature. The history of every civilization shows that when men are adequately fed, clothed and housed they then demand and acquire the refinement of utilitarian objects and beauty in their environment.

America has reached a point in its development that is beyond the purely utilitarian. Our workmen are the highest paid in the world, and they enjoy an increasing amount of leisure. Our business officials are learning that they can accomplish more in fewer hours by spending more time in play and cultured activities. Here and there throughout the country, you can see the result of this trend expressed in a factory that is beautiful. Some day, I expect to see factories that are monumental in their aspect, and that will attract thousands of visitors every year simply because of their artistic beauty. Our people are better dressed than those of any other country; they read more widely, and I believe they are more amenable to culture.

Therefore, if I were a manufacturer I would give considerable thought to the appearance of my goods. I would endeavor to attract the attention of the public to my products, not by means of garish labels and mere combinations of striking colors, but by the employment of artistic beauty. I would place my packages in the hands of the best artists I could find, and I would demand that the shapes and proportions be most pleasing, the package designs real art.

Of course, I would advertise

liberally if I were a manufacturer, and I would use the finest art I could buy in my advertisements. But I would not employ art merely for its value in attracting attention to what I had to say about my goods. I would utilize the same valuable principle further, and I most certainly would make my goods, as nearly as possible, works of art. The fine arts have a fundamental, intuitive appeal, and a few of our business men have already proved beyond every doubt that when art is profitably applied it is of unquestionable value to business of all kinds.

Do You Remember?

READERS of PRINTERS' INK have the faculty of recalling past articles at times when they are confronted with problems. Inquiries received at this office often show that memory of the article has been stored away in the inquirer's mind for several years. They may not be correct as to the approximate date, but there is usually at least one salient characteristic that is remembered and that is usually sufficient to enable us to find the article.

The complete cross reference files of PRINTERS' INK and PRINTERS' INK MONTHLY so greatly facilitate the finding of specific articles that, given a very slender clue, it is possible to locate articles in a very short time. Witness the following:

J. A. BANFIELD, LTD.
WINNIPEG, MANITOBA, CANADA

Editor of PRINTERS' INK:

While sitting in the office of the White & Colonial Press, Toronto, about a year ago, I read an article from your journal in which it stated that a large number of manufacturers sold to the large departmental stores at less than the cost of production, and that operating and production cost was made out of small dealers.

I have diligently searched for this article, but so far have not been able to find it. Will you kindly let me know if it is possible to get this publication from you, or if I cannot get the complete publication, can I get the abstract from this article? I would very much appreciate your looking this up for me.

J. A. BANFIELD.

Mr Banfield has exerted his faculty for remembering but alas!

his memory would have been useless if he had not turned to us for the exact date and page number on which the article appeared. Our files showed that in PRINTERS' INK MONTHLY for December, 1925, there was an article on page 29 entitled "Why Not Tell the Retailer the Real Truth about Prices?" In this article it was stated that because of quantity orders, manufacturers sometimes sell mail-order houses at cost of production or less, and for profit have to turn to the retailer who buys in small quantities.

Again, this inquiry was received:

COMMERCIAL ENGRAVING COMPANY
SHEBOYGAN, WIS.

Editor of PRINTERS' INK:

About eight weeks ago the writer recalls reading a very attractive article in PRINTERS' INK giving a number of ideas to ascertain whether a prospective customer desires being continued on a mailing list for direct-by-mail campaigns.

We are very desirous of obtaining a copy of PRINTERS' INK containing this article and should much appreciate your sending me a copy of the issue.

COMMERCIAL ENGRAVING COMPANY,
R. M. REGENFUSS,
Secretary.

The Durabilt Steel Locker Company sends out catalogs only to those prospects who really request them. Letters which were used to get worthwhile prospects to write for catalogs and which prevented the company's mailing list from being cluttered up with "dead" leads were published in the article "How Much Is a Prospect List Worth?" It appeared on page 144 of the January 6, 1927, issue — a matter of over five and a half months ago. — [Ed. PRINTERS' INK.]

D. M. Gilpin Joins United Film Ad Service

Del M. Gilpin, formerly vice-president in charge of sales of the Alexander Film Company, Denver, has joined the United Film Ad Service, Inc., Kansas City, Mo., as general manager of its national library division.

New Account for Frank G. Morris

The Tubular Products Company, Southington, Conn., manufacturer of Tubekraft products, has appointed the Frank G. Morris Company, Inc., New York, advertising, to direct its advertising account.

K N O W N M E R I T



NEYSA McMEIN

Artist



It's Both What You Say and How You Say It

That Counts in Advertising Copy

THE first step in writing advertising copy is to have something to say.

If you haven't that, it is better to say nothing. For the first essential in selling to the millions is to introduce a real idea.

But when you have that "idea," mind how you express it.

Webster's Dictionary is credited with containing all the words in the English language.

Anybody with the purchase price can buy a copy. And thus have as many words at his command as anybody else.

The difference in writers is in how these words are used; in how well they are chosen and how lucidly put together.

And the difference in advertising copy—in its power to gain the widest reading and the greatest credence—rests largely on the same factor.

The most successful advertising is written in a simple, concise, easy-to-read and easy-to-understand style.

Yet it is dramatic, spontaneous and vividly alive. It must be—for, remember, in publication it must compete successfully with fiction, news and feature matter.

It starts right at the beginning and carries the reader through to the end smoothly—interestingly.

It sells all the way through, yet never says "buy" to the reader.

It uses no words except words with a definite objective in view. And thus it wastes no words.

It expresses thoughts so that all may understand them. The writer buries his own identity. He forgets all things except one.

And that one is to make a sale.

To a seasoned advertising writer, that is what words are made for—not to say pretty things or brilliant things; not to touch the heart strings, but the purse strings.

And to do that, you must know how to use words.

Common-sense advertising is predicated on that principle so far as "copy" is concerned.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 North Michigan Avenue

LOS ANGELES
1151 South Broadway

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

The Fixed Expense Allowance for Salesman-Owned Cars

THE YOUNGSTOWN PRESSED STEEL COMPANY
WARREN, OHIO

Editor of PRINTERS' INK:

We are faced with the problem of allowing our salesmen a fixed amount per mile for their personal cars when used on company business.

Has PRINTERS' INK published any articles on this subject and can you tell me how this problem is handled?

Do you know what it is customary to allow per mile?

There is the feeling that making such an allowance may be abused. Have you any information as to how such abuse has been checked or handled?

THE YOUNGSTOWN PRESSED STEEL COMPANY,
W. G. ARMSTRONG,
Assistant to President.

IN an article entitled "Who Shall Own the Salesman's Car?" which appeared in PRINTERS' INK MONTHLY for June, 1927, J. J. Witherspoon had this to say on the subject of the expense allowance:

"In listing the advantages of (car) ownership by salesmen, one of the first to be seen is that of saving of time and expense in connection with house records. Where the salesman owns the car, it is customary for him to report his business mileage once each month. His mileage is then multiplied by the allowance per mile—and that's that. In some companies the allowance is by the day or by the week—which involves merely simple arithmetic a dozen times a year—once for each report."

The plan of allowing salesmen a fixed amount per mile for the cost of operating their own cars on company business is widely used. Allowances vary from 6 to 10 cents a mile, depending upon a number of things. Where abuse or dishonesty is suspected, the mileage from town to town may easily be checked.

Among the things that have to be taken into consideration in arriving at a fixed rate are: (1) make and size of car; (2) condition of roads; (3) distances between calls, and (4) the record and sales ability of the salesman.

One company allows 6 cents per mile in Northern States and 8 cents per mile in Southern States, and \$300 yearly depreciation. Another company allows 10 cents per mile for the first 500 miles per month, and 5 cents per mile for any additional miles thereafter during any one month. This company's average allowance per mile for 1926 was 7.7 cents. Adding the cost of insurance to this made it approximately 10 cents per mile. Still another company averaged 6.7 cents per mile on over a hundred cars during a year. This figure includes depreciation at \$20 to \$25 per month. The company pays liability and property damage insurance; the salesman pays fire and theft insurance.

Practically every sales manager consulted on this subject stated that it costs more to travel salesmen in automobiles than by railroad. The cost of railroad travel is, therefore, a guide in determining a fair figure for a fixed allowance. The question then is: How much more should automobile travel cost? One sales manager says: "If the mileage charge (for an automobile) is not more than 15 per cent over the railroad mileage from town to town, we allow it." This extra cost is more than offset by the flexibility, convenience and increased efficiency of the car as a means of covering a territory.—[Ed. PRINTERS' INK.]

Will of John R. Thompson Filed for Probate

The will of John R. Thompson, chairman of the board of the chain of restaurants operated by the John R. Thompson Company, whose death was reported last month in PRINTERS' INK, has been filed for probate at Waukegan, Ill. His estate consists of \$5,000,000 in personal property and \$750,000 in real estate. After a number of bequests to former employees, the residue of the estate is left to his son, two daughters and widow, who receives the major portion.

The Gillette Safety Razor Company, Boston, had a net income for the second quarter, ended June 30, 1927, of \$2,783,145, after charges, against \$2,224,508 in the second quarter of 1926. Net income of \$6,854,579 was reported for the first six months of 1927 compared with \$6,086,317 for the same period of 1926.

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Advertising
that brings
results



Beautiful lithography -is responsible for many delightful vacations

RIGHT now, many happy couples are vacationing at restful resorts chosen largely because of appealing lithographed circulars or posters which fascinated them.

This advertising brought results — it radiated an attractive individuality — it presented the advertiser's message impressively.

Results can be measured when you use lithographed advertising in ANY of its various forms — direct mail, store displays, stationery and billing forms, posters, blotters, labels, cartons, greeting or post cards, bands, wraps, metal packages or display racks, and photo lith. Lithography is "ADVERTISING that follows through to SALES."



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Phone for a Lithograph Salesman

His practical experience is yours,
gladly, for the asking. Why
not capitalize his knowledge?

lithography

Advertising that follows through to sales

Advertising that follows through to **SALES**



Your letter, folder, greeting or
post card in the home



Your label or carton—
the actual sale



Your outdoor advertising
on the way



Your inside store display
at the point of sale



Your window display
at the dealer's

Make it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Lithographers National Association, Inc.
104 FIFTH AVENUE. NEW YORK CITY

Lithography

Litho. in U. S. A.



Advertising Agency Service Needs Standardization

A Definition and Classification of the Service Which Ought to Be Rendered under the 15 Per Cent Commission and That for Which Extra Charge Should Be Made Is Suggested

By John Benson

Partner, Benson, Gamble, Johnson & Read

ALTHOUGH I feel that it is rather a radical position that Henry T. Ewald of the Campbell-Ewald Company takes in his article: "How Much Service Shall the Agency Give the Advertiser?"* there is much to be said for it. Undoubtedly, agents are often in better position to suggest product, price, style, discount, design, etc., because of their contact with, and feel of, the market.

In my own case, I have sometimes had to argue before the Federal Trade Commission for protection against infringement for a client, and sometimes before the Tariff Commission to gain protection for an article within the discretion of the president. We have to do these extraneous things in order to make the advertising resultful, and from that standpoint it is a part of our responsibility.

But, on the other hand, advertising agency profit is suffering today, as newspaper national advertising profit is suffering, from lack of standardization of service and the doing of many things for nothing which the advertiser should do himself or pay for.

The amount of free market service which newspapers render, and the amount of miscellaneous service which agents render, without cost, is a menace to a reasonable profit. From a survey of costs and profits made by the finance committee of the American Association of Advertising Agencies, it is apparent that net profit is inadequate in our business—averaging something under 3 per cent out

of the 15 per cent gross commission. Of course, some of this may be due to inefficient handling of affairs, but most of it is due to a wide-open service going quite beyond the intention of the publisher in fixing a 15 per cent rate.

On the other hand, more than 15 per cent should not be imposed, as the cost of advertising is already high enough and many publishers say that the margin of net profit on foreign business is inadequate now.

Another unfair aspect of unlimited service by publishers to advertisers is its effect upon national newspaper rates. The cost of extra service enters into the price of space. Giving a few advertisers more than is coming to them increases the tax for all. That is uneconomic. It tends to raise the cost of national advertising in newspapers or reduce the publisher's normal profit on it.

What the publishing business needs is further classification as to the service to be rendered for the 15 per cent paid by the publisher, and then extras can be classified with proper compensation. Of course nothing can be done to standardize the cost of special service; that has been somewhere alleged to be in contravention of law. But a definition and classification of service would help a great deal.

A DANGEROUS TOOL

A wide open and indefinite service makes a dangerous tool for unfair competition. Agents who would not think of violating the publisher's rate-card feel free to do so in effect by throwing in service which some other agent cannot

*This article appeared on page 49 of the June 9 issue of *PRINTERS' INK*. See also *PRINTERS' INK* of October 28, 1926, page 146, and February 17, 1927, page 3.

afford to render or is unwilling to render for the revenue received.

There is a great difference in this respect between large accounts and small accounts, the former, of course, having a larger margin of gross profits to pay for service.

I have never been in favor of putting accounts individually on a profit-and-loss basis. Some accounts make more money than others, and some accounts make no money, and still others lose money; and, notwithstanding, the accounts may all have strategic value for the agent.

I think this is a subject which is a very sensitive one at present, and should have careful consideration from all standpoints. To maintain efficient service it is necessary to make profit, and to make a profit it is necessary to take in more money in commissions than you pay out in service.

Walter C. Carroll to Head Sheet Steel Groups

Walter C. Carroll, vice-president of the Inland Steel Company, Chicago, resigned last week to become president of the National Association of Sheet & Tin Plate Manufacturers and chairman of the Sheet Steel Trade Extension Committee, Pittsburgh.

He has been with the Inland company for the last six years in charge of sales and sheet mill products. He has also directed the company's advertising. Four years ago he was one of the prime movers in organizing trade extension work and advertising for the sheet steel industry. He takes up his new duties on August 1.

New Account for Cleveland Agency

The Sar-A-Lee Company, manufacturer of food products, and the Colson Stores Company, both of Cleveland, makers of juvenile vehicles, have appointed the S. M. Masse Company, advertising agency of that city, to direct their advertising accounts. The Sar-A-Lee Company will use newspapers. The Colson Stores will use newspapers, magazines, and business papers.

J. T. Walker, Jr., Leaves "The Farm Journal"

J. T. Walker, Jr., for the last seven years with *The Farm Journal*, Philadelphia, has resigned. He was formerly Western advertising manager, and recently has been advertising director and a member of the board of directors.

The Functions of an Agency Research Department

GEORGE HARRISON PHELPS, INC.
DETROIT, JULY 15, 1927.

Editor of PRINTERS' INK:

I read Tom Dartnell's article on market research with much pleasure and particularly with a sympathetic understanding of what he had bumped into. I believe you are doing a good job in bringing before some of the advertising and sales fraternity the idea that they must not be too particular in trying to find the exact number of prospects for their products. Personally, I find that there is still a great deal of misinformation concerning the proper functions of the research department or research men in an advertising agency. They are looked upon in many cases as sort of a jack-of-all-trades who can pull any kind of figures or answers out of the blue sky, whereas the conscientious research man knows well the limitations of the actual facts he can obtain.

GEORGE HARRISON PHELPS, INC.,
A. HEATH ONTHANCK,
Director of Research.

To Advertise New Malt Drink

The Frontier Products Corporation, recently organized at North Tonawanda, N. Y., to manufacture a new chocolate malt drink to be known as Yummy, will shortly start an advertising campaign on that product. Paul D. Wilson, formerly sales director of Maltop, Inc., Buffalo, N. Y., is president and will be in charge of sales. James D. Smith is assistant sales manager.

The Frontier company has placed its advertising account with the E. P. Remington Advertising Agency, Inc., Buffalo.

B. J. Schmidt with W. A. Sheaffer Pen Company

Bernard J. Schmidt has joined the advertising staff of the W. A. Sheaffer Pen Company, Fort Madison, Iowa, in charge of dealer service. He was formerly with the advertising department of the Diamond T. Radio Manufacturing Company, South Bend, Ind.

Joins Connecticut General Life Insurance

B. F. Fothergill, who has been with the advertising department of the Aetna Life Insurance Company, Hartford, Conn., has joined the advertising department of the Connecticut General Life Insurance Company, also of Hartford.

Increase in Canada Dry Sales

Net sales of Canada Dry Ginger Ale, Inc., New York, for the first half of 1927 were \$4,819,617, compared with \$4,295,497 for 1926. Net income for the first six months of 1927 was \$1,273,528, after charges, against \$846,405 for the corresponding period of 1926.

Dual Purpose Publications

THE home and family life on the farm are interwoven with the business of farming. There is scarcely any demand for separate trade papers on farming or separate publications dealing only with the social side of farm life. Good farm papers combine under one cover, and frequently in the same article, the same kind of service for which many city business people require two publications—a trade paper for business and a general magazine for home. Farm Life performs this dual service for more than a million farm families all interested in the business of farming and all interested in securing the largest possible measure of family happiness and satisfaction. Other good farm papers serve other important groups.

T. W. LEQUATTE
Advertising Manager

Farm Life
Spencer, Indiana

An Ice Company Gets Fresh Courage from Advertising

An Understanding of Advertising Gives Polar Wave Ice and Fuel Company the Courage to Become a Retailer of Refrigerators and to Sell Fuel Oil in Addition to Coal

THREE was once a time when it was generally said that an advertising agent wasted his energy when he tried to sell advertising to manufacturers of certain basic commodities. Steel mills, coal mining companies, ice manufacturers and match companies in particular were taboo. Individual businesses in all of these fields had grown to such proportions and people were so in need of their products that the owners had no time for visionary missionaries of advertising. The agents persisted. Their persistence was largely founded on the belief that such businesses didn't really sell. They let the customers buy.

Today the steel industry, through its American Institute of Steel Construction, is advertising to sell steel. It wants, among other things, the large new market that exists for steel in home construction. Coal mine operators are advertising and will do so increasingly because of oil heater competition. The Diamond Match Company, which many advertising agents long ago were told to take off their prospect list, is today an advertiser. It is selling, if you please, "personalized" matches. Your own monogram is put on the match case. That's where the personality comes in. Businesses in fields such as these are finding a new vitality. They are getting the courage to try new methods and add new products.

Since the advent of the electric refrigerator, anyone who has eyes knows that the ice manufacturer has bestirred himself and is learning how to use advertising. It didn't take some ice manufacturers long to discover that electric refrigeration machines were being sold and that one of the chief selling appeals put over by advertising was the "ice cube" that such machines made available to the

woman of the home. Those ice manufacturing companies which saw the strength of this appeal immediately started to sell cubes to the housekeeper through advertising. That was a good step in itself. It represented an awakening to the power of modern merchandising. But a bigger step than that was to think out the reason back of the appeal of the "cubes." The cube was attractive, in itself, because of its even proportions. That was one thing. The basic reason, however, was to be found in the fact that it made possible an easy and lavish use of ice, in the serving of foods and drinks. The attractiveness of certain salads, desserts and fruits, women had observed, was considerably enhanced if they were surrounded by ice while being served. Proof of women's desire to use ice for this purpose is to be found in the experience of an ice manufacturing company which found that one of its best type of customers was the woman who owned an electrical refrigerator. The home refrigerator apparently could not turn out enough cubes to supply the need.

In St. Louis there is an ice manufacturing company of great size. This organization, the Polar Wave Ice & Fuel Company, has grasped the idea that women have, or can be made to have, the desire to use ice lavishly in the serving of foods and drinks. It has taken hold of this idea; thought about it; and put advertising behind it. That step has led to other steps until today the company finds itself in a far different position with its public from what it was three or four years ago. It is doing things today that neither it nor any other ice company would have entertained as practical and as within its sphere of action a few years ago. The courage came from



More Than 25,000 Net Paid

NOT just casual purchasers; not just average influence. The units making up this 25,000 audience are the powerful factors in the community and business life of America.

Many a 25,000 could be removed from American activity and it would make little difference. Remove this 25,000 and the business of the government and the business of the nation would stop, for this 25,000 influences the life of the whole country.

You can sell this influential audience daily through the pages of *The United States Daily*.

A must paper for men of affairs.

The United States Daily

Established March 4th, 1926

*The Only Daily Newspaper Devoting Itself Entirely to the Official News
of the Government*

DAVID LAWRENCE
President

New York Office:
52 Vanderbilt Avenue

Washington

Chicago Office:
London Guarantee Bldg.

Member A.B.C.

VICTOR WHITLOCK
Vice-President and
Director of Advertising

Detroit Office:
Dime Bank Building

BOYS AND GIRLS FIRST AID WEEK

Under the Auspices of Bauer & Black
Chicago New York Toronto

From MAY 1st

to MAY 8th



\$10,000.00 in Awards to the Boys and Girls who render the
best First Aid Service in 1926 — See details on the opposite page

The Junior First Aid Legion *and its membership of 700,000 youngsters*

EVERY year thousands of limbs and lives are lost because seemingly trivial wounds . . . cuts, bruises and abrasions . . . fail to receive prompt and proper First Aid.

In 1925, the great surgical dressing house of Bauer & Black, distinguished for its thirty years of ethical service to physicians and hospitals, decided to devote a portion of its advertising fund to reducing the number of wound-infection tragedies.

So the Junior First Aid Legion was founded, to teach First Aid methods to the youth of the land.

A life membership at 12c, available to any boy or girl, included a complete kit of First Aid supplies and a course in First Aid by America's foremost First Aid practitioners.

Three annual membership drives have been held since the birth of the Legion. And, today, the Legion's membership comprises over 700,000 youngsters; a membership almost as large as that of the Boy Scouts.

The nation's leading physicians and First Aid agencies have universally acclaimed the efficient and vital First Aid service rendered by boys and girls who wear the Legion's button.

While genuinely a public service project, the Legion has been instrumental in placing samples of Bauer & Black First Aid dressings in more than 700,000 American homes.

The Legion plan demonstrates that a manufacturer's advertising may be of real educational value to the public as well as commercially profitable to the manufacturer.

CLIENTS: INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. *Silverplate*); BAUER & BLACK; ELGIN NATIONAL WATCH CO.; P. LORILLARD CO.; THE HOUSE OF KUPPENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & CO. (for 1928)

LENNEN & MITCHELL, INC.

*An advertising agency serving a limited number
of large-volume advertisers*

17 EAST 45TH STREET, NEW YORK CITY



a strong elbow of an advertising agent.

Ice was once considered a purely seasonal product—one to be sold in the warm months of the year. That is, of course, the reason why the Polar Wave company sells coal in the cold months, as do so many other ice companies throughout many parts of the country. Like any other business, despite the fact that it has other means with which to keep business going, in slack months, it does not like a sales slump. The "free and lavish use of ice" idea seems to have given this company courage to try to make ice more of an all-year-round seller.

It is plainly apparent that if advertising gets women into the habit of making a free and lavish use of ice in the preparation and serving of foods and drinks, they will not give it up merely because of the weather. This thought becomes more apparent if it is borne in mind that they are more interested in using ice because of its ability to make certain foods more attractive to the eye, than they are because of its cooling properties. They have observed that hotels do not give up the practice with the coming of cold weather and they, consequently, see no reason why they should. The idea of selling a "freer use of ice" to its customers—customers it already had—has thus led naturally into selling ice as an all-year-round product through advertising.

Because of its experience in the use of advertising, this particular business has come to regard its customers as persons to whom it should sell rather than as persons not to be approached until they wanted to buy. But in addition to getting the idea of "selling" to those on its books instead of thinking of them as buyers whose word must be waited for, it has got the idea of creating new customers. It recently took a highly important step toward this end when it opened a ground floor store in a central part of St. Louis for the retail sale of refrigerators. For this move it had excellent authority in figures obtained by the U. S. Department of Commerce in a

survey of the refrigeration business. That Government department reported that only 35.8 per cent of the 26,000,000 homes of the country had ice receptacles. This meant there were about 17,000,000 homes of the country which were not properly sold on the benefits of refrigeration.

Just as public utilities, such as gas and electric light companies, learned that the way to sell gas and electricity was to get the right appliances into the home so that people would have the means for using gas and electricity, so this company has learned that the way to increase the market for ice is to make sure that its customers have a real receptacle for ice. Like the public utilities, it is using the divided payment plan as a sales stimulus.

Its retail store is evidence that it is no longer content to sit back and let furniture and housefurnishing stores, in which an ice-box is only one of a hundred or a thousand or more items, take care of the job of getting ice-box distribution. It not only believes that it can sell refrigerators but it believes that it has the ability to pick the best products for its customers.

Newspapers, direct mail, and posters on the sides of its own delivery wagons, are telling the selling story on this new service, as they have told the "freer use of ice" and the "all-year-round use of ice" sales stories.

A strong advertising elbow was also giving this company new strength in the other part of its business—the fuel end. The company soon came to feel that there was no good reason why it should lose fuel customers simply because those customers had decided to burn oil instead of coal, so it added fuel oil to its list of products. Last winter it handled all the fuel oil it could sell.

Looked at in retrospect, by an outsider, all of the steps that it has taken seem simple enough to have been taken unhesitatingly. To one in the business this is not so. They represent radical departures which required considerable courage. That courage came through an understanding of advertising.

Some of the Dangers in Adding a New Line

Side-Lines Have Spelled Failure for Some Manufacturers—Others Have Made New Lines Better Sellers Than the Old Ones

By Jesse Calvin

A GROUP of men representing a bank recently made a study of the business of one of its clients which, for some reason, was going badly. The paradox lay in the fact that this concern produced three articles of national prominence, in wide favor and which were being sold at a good profit.

Looking a little further, the men from the bank found that the company was making eighteen other items, and was losing money on every one of them. Here, then, were three good items, making money, and eighteen losing money, and the greatest efforts of the company were put behind the losing items, trying to get them up into the profit-making class.

The job was to eliminate some of the losing items and relieve some of the pressure. It was not necessary to eliminate all of the eighteen. By getting rid of some of the most hopeless, it was possible to concentrate on a few of the nearly successful ones and turn them into money makers.

Another manufacturer, who for some years had made money producing a single item, came to realize, gradually, that his specialty was being forced out of the market through no fault of his or his product but simply because people were turning from owning a horse and buggy and turning to automobiles. He was in a passing industry. Countless others, makers of accessories which had a ready market during the horse and buggy days, were in the same fix, but many of them refused to see the trend until it was too late. But this man didn't. Instead of hiring and firing new advertising agents and salesmen and trying to fly in the face of things, he began to put his machinery and equipment to the development of other items. And

before long he was producing some money makers.

For each exponent of sticking to a single item and forcing it to success, there is another who can point to a success made by carrying a "side-line" product. There are about as many pros as cons.

Just what is one to do?

This problem is right now bothering a manufacturer of a hardware specialty. He has a small sales force actively at work and he himself is more of a salesman than a manufacturer, so he keeps his sales force keyed up to the highest notch all the time. He is fully alive to the importance of keeping hot on the trail of business. There is nothing wrong with his business, but naturally he would like to do a larger business.

"I've built up a force of some twenty men," he explained, "and I've got real fighters. They're well paid. Most of them now have an interest in the business. You couldn't want a more loyal, sincere group of men. They and I are in the same boat. We're all out to build a better and more profitable business. And there is nothing unnatural about their coming in to me every few weeks with a strong argument to give them something else to sell.

"But if I give them something else to sell, will it mean their energy will be divided and the main line get less attention?

"Dividing the men's attention just about ruined a friend of mine. He was getting along nicely in a little hosiery mill. After losing money and then just barely breaking even for a few years, he was beginning to show good earnings. He was building up a following upon which he could depend for business. All he needed was about twice as many of those regular customers and he would be very

B u s i n e s s 1 9

A GOOD indication of business for 1928 is found in the unusual volume of orders for advertising space that have already been placed in Collier's for 1928.

427 national advertisers have placed orders in Collier's for the first six months of 1928.

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on And this represents—by far
28 —the largest volume of ad-
al vertising ever run in
or Collier's for any one year.

* * *

Collier's circulation is gain-
ing even through the sum-
mer months. It is at present
well over 1,350,000—news-
stand sales over 456,000.

Collier's

Background



After you sell the dealer in the smaller town what background has been built up to help him sell the consumer?

Unless his customers know the brands he stocks are you properly supporting him? National magazines or urban newspapers do not provide your answer.

You can best support your smaller town dealers through the favorite publication of 700,000 families in their own markets.

The Household Journal

IRA E. SEYMOUR, *Advertising Manager* BATAVIA, ILLINOIS

Chicago Office
Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office
A. H. Greener, Manager
116 West 39th Street
Room 825

CHARTER MEMBER OF AMERICAN HOME MAGAZINE PUBLISHERS

well off. Possibly another five years of hard work would solve his problem. He seemed to be on the right track. But his men were impatient, and he himself was a little impatient, too.

"During one of these impatient spells, his best salesman came in off the road with a definite proposition from one of the firm's best customers, offering to buy a good quantity of other knit goods if the hosiery manufacturer would go into the production of them. It was a tempting piece of business. There seemed to be nothing risky about it. That one large department store would contract for enough to keep the equipment in operation for the coming year. And some extra business could be secured without having to put too great a strain on the sales force. So he decided to buy the machinery and start making the new items. The department store signed the contract for the ensuing year and soon deliveries were under way.

"But these deliveries were assured for only twelve months. At the end of that time, the department store had made peace with the concern which had formerly made its knit wear and the manufacturer with his new equipment found himself married to a quantity of expensive machinery with no well-developed market. There was nothing to do but go ahead. So he put it up to his sales force.

"The sales force assured him that it could get enough business to keep the machinery in operation. Then the trouble began.

"A loyal and hard-working sales force went out to get enough general line business to run the plant. It ran into all sorts of problems with which it was not familiar. It took time to work them out. Each man ran into difficulties which were seemingly much greater than they really were. The upshot was that during that year the hosiery business went backward while the general line lost the company more money than the hosiery end made. It was a discouraging year. At the end of that time, the hosiery man went back to his hosiery. He closed down his general line de-

partment and later on sold the machinery for a song."

But over against this everyday story of getting off the main track and ruining or almost ruining a good business by dividing the effort, there are cases of splendid accomplishment, of business houses lifted from mediocrity to real position through the development of a second line. There are many cases on record of a minor product growing up to supersede the original product. Then, in many plants, there are the ever-present machinery and equipment which might as well be utilized for something else. And, of course, there is the natural interest of the management to expand.

Someone in almost every single-track factory has up his sleeve a fine idea of making something or other. Usually, before long, it is tried out. Often this takes place when a good customer is let into the secret and he, in turn, becomes enthusiastic and says: "Why, I'll take a gross a week of them myself. I bet you've got a winner. Why don't you incorporate it as a separate department of the business and let me in?"

Maybe it becomes a success and maybe it proves to be a failure. Maybe a group of men, highly successful in producing one item at a profit, turns out to be an absolute failure on the new product.

Why is this? With plenty of successes to offset the record of failures, it is not right to say that the side-line or second line will not work out profitably.

Why is it that a little product, with genuine merit and with the proof of friendly interest shown toward it by actual buyers, can create so much mischief?

In the first place, it is well to keep in mind that just about any article, that starts out with a few men favorably disposed toward it, is bound to sell to a certain extent. Practically anything of even reasonable merit will have some friends. But the question is whether the number of friends can be made sufficiently large to make the product a good seller.

Which brings us face to face with the first thing which must be

considered when we undertake to spread out from the manufacture of ladies' cloaks to a line of ear-muffs, to be made out of scrap pieces.

It would be very easy to put a good cost accountant to work and figure the profits per gross on ear-muffs made out of waste material. No doubt an advertising man could work up some alluring copy. But just how many people would be inclined to buy ear-muffs? Surely, there are people. Maybe a couple of million or more. No doubt there are manufacturers of ear-muffs who do a nice, paying business. But the cloak manufacturer in New York is not attuned to that market. If he analyzed the potential market and looked into his ability to get close enough to it, he'd probably save some money.

FIND THE MARKET

Recognizing in advance the fact that almost any sort of article will sell to a certain extent, the first real consideration must be "is there a sufficiently large potential market which we can reach economically?"

When we are past that point, we come face to face with another one, namely, how much time and thought and energy will it require from the sales force?

The new product is made. The management is delighted with it. The paper profits seem excellent. The sales force is "behind it." Dealers have already been sounded out. In fact, most of the men know right where they can go and place nice opening orders.

The orders do come in. Right down the line, man after man places a gross here and a gross there. There is no trouble doing it. If the buyer happens to be in doubt, his friendship for the salesman and the standing of the house he represents brings him into line. "What's a gross or two among friends?" is the argument. "The old man himself is interested in this piece of goods. Take it on and give it a flyer," is the urge. Distribution is established.

Then what?

Maybe it takes hold overnight. If so, it's more or less of a busi-

ness miracle! More than likely, it does not spring into immediate popularity.

Two or three months later, the company is wondering why the salesmen don't bring in more orders for the new product. So the salesmen are urged to push the number. Here's the answer they get from many buyers:

"Sorry, Bill, but our people say it's not selling. You ought to do this and that . . ."

PERSONAL ATTENTION NEEDED

The truth of the matter is that the product needs personal attention, care and nursing along. The regular sales force can't supply it. After all, their jobs depend upon selling the regular line. They develop a dislike for the bothersome little interloper. They side-track it. Then the accounting department starts to show it in red figures. The advertising is curtailed. Sales slow up. Now and then the advertising agent rekindles a little enthusiasm. Now and then there is a spurt. Gradually the product slips into a quiet corner.

Not to go on endlessly with "horrible examples," let me close by quoting a sales manager who has made a success of a number of new products and who will probably market more in the same way. He says:

"We need new products in our line. But we don't expect them to start by themselves. Neither do we expect our regular men to start them. When we have a product which we feel has merit, we discuss it with our advertising agency and we invest a certain sum of money in making a preliminary study.

"If we get past that point, we have a pretty good idea how much we ought to invest in making it go. We usually figure on a test of not less than three years. Then we ask ourselves if we want to appropriate that sum of money for sales and advertising effort. If so, we set up that sum.

"That sum is so large that we plainly won't leave it to run itself. So we choose a man to act as manager for the product, with that money back of him. In

BUSINESS combines a scientifically controlled circulation of over 170,000 active business executives with high editorial standards

BUSINESS
JUNE, 1927 172,212 COPIES

In This Issue

Big Business and Opportunity — by James M. [How Men See Their Relationship]

Merchant and Banker — by John H. [How Men See Their Functions]

Hook, Line and Sinker — by [The Phases of Business]

Business Sees by Wire — by James Bell [Consumer Reaps the Telephone]

These and Other Features



PORTRAITS OF BUSINESS
General Motors Corporation

THE BURROUGHS PUBLICATIONS
Second Blvd. and Burroughs Ave., Detroit

Boston must

ADVERTISING and sales managers familiar with the Boston trading territory double-check that spot on the sales-map representing the Hub. This double-check is a reminder—that Business Boston is a divided market and that the population is separated into two great groups.

This division of Boston's people is a development of the years, a gradual evolution that has produced two population masses that differ sharply in thought, habit and personal preferences. Wealth or class have nothing to do with it. The separation is one wrought by tradition, heredity, belief and environment. But the cleavage is well defined and must be taken into consideration by any advertiser seeking to market his wares throughout the entire Boston trading area.

This area is a compact unit. It embraces all that territory within a circle circumscribed by a thirty-mile radius centered at city hall. Here live nearly three million people, all within an hour's ride. Nearly two million of them live within a short distance—a thirty-minute ride or less—from the heart of the city. They are all Bostonians, though divided, and must be reached through different media.

The major Boston newspapers are themselves the best proof of the divided affiliations of Boston's people. The various publishers have decided to which group they prefer to cater and have deliberately fashioned their editorial, news and advertising policies to appeal to that particular group.

The group that the *Herald-Traveler* chose to serve has made this newspaper its popular rep-

Advertising Representative:
GEO. A. McDEVITT CO.
250 Park Avenue, New York, N.Y.
914 Peoples Gas Bldg.,
Chicago, Ill.



For six years the *Herald-Traveler* has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

te checked twice



resentative. The Herald-Traveler is the newspaper unreservedly accepted by this group, which represents the outlet of the leading retailers in Boston as well as the surest and most profitable outlet for national advertisers.

In per capita wealth and buying power the Herald-Traveler group is, by far, the more important and it is significant, to the advertiser, that this group is served by the Herald-Traveler alone.

To adequately influence the entire Business Boston market—the double market—both groups must be reached through their favorite newspapers. The first group demands the Herald-Traveler, the second group can be covered by any one of the other three major newspapers.

BOSTON HERALD-TRAVELER

Advertising Representative:
GEO. A. McDEVITT CO.
250 Park Avenue, New York, N.Y.
914 Peoples Gas Bldg.,
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

“We Staged a Comeback with Poultry and Saved Our Farm”

The Kintners will never forget the depression following the war-time boom. Overnight, 80 head of dairy cows dropped 50% in value . . . a bank failure wiped out the savings of twelve years. "Almost bankrupt, we turned to chickens" said Mrs. Kintner. Since then they have built and paid for a fine home. Their flock today averages 2000 birds, with a profit per hen of \$3.35.

Hints to

National Advertisers

If you could visit the homes of a few good poultry raisers you would quickly see the wisdom of reinforcing your farm paper schedule with space in poultry papers—the publications which *poultry raisers* proudly state they read most.

American Poultry Journal
Chicago, Illinois

Poultry Tribune
Mount Morris, Illinois



Mrs. Charles H. Kintner
Harrison County, Indiana

short, he is in business for himself, with a sum of money to his credit and a product to sell. It is his job to get it to paying profits or at least break even before his bank balance is gone.

"That man builds his own sales force to introduce the product. Later on, the company's regular force may be interested in it. At any time, any salesman can take orders for the product, if they are offered to him. But a special force with nothing else to do is responsible for it. It is in every way a business of its own, standing or falling on its own merits.

"Maybe we start it out with relatively little money in a limited field. Maybe we start out in a bigger way. But whether we start in a single town or in a State or group of States, we start out with a definite knowledge of the potential market, with a definite sum of money set up for the purpose and with one man responsible for that and nothing else."

"In other words," I interrupted, "you take it out of the side-line class and make it a main line of its own."

"Yes, that's it," he replied.

How Important Are the Terms of a Guarantee?

NORTHLAND SKI MANUFACTURING CO.
ST. PAUL, MINN.

Editor of PRINTERS' INK:

We are advised that in one or more of your issues of a comparatively recent date there was a discussion in regard to guarantee and replacement of defective merchandise.

While we are subscribers to your publication, we did not notice the articles above referred to, and would appreciate it if you would let us know what issues contained these articles.

NORTHLAND SKI MANUFACTURING CO.

THE article referred to is probably the one which appeared in PRINTERS' INK of April 7, page 117, "Yarn Manufacturer Assumes Full Burden of Quality Guarantee." This article described the plan of S. B. & B. W. Fleisher to guarantee the wearing quality of garments made of Fleisher yarn, and to replace the

garment or refund the purchase price should the yarn of which the garment is made be found unsatisfactory as to wearing quality. The guarantee reads as follows:

This garment is knitted of Fleisher XXX Guaranteed Yarn, a worsted yarn made entirely of especially selected pure virgin wool, and the wearing quality of the yarn is guaranteed. If the yarn in this garment should fail to give you satisfactory wear, send it direct to us, with this tag and the store sales slip, and we will replace the garment with another similar garment. This guarantee does not cover color or dyeing.

This guarantee, like all guarantees, is only important as a sales argument. It stood, in Fleisher's case, for the outward sign of a new and revolutionary merchandising policy upon which was launched a selling campaign to garment manufacturers. Therefore, its offer to replace defective merchandise or refund money, was, after all, something incidental. Its big function was to afford the consumer and dealers, and manufacturers, too, a dependable means of identifying yarn quality and to enable everyone concerned to tell the difference quickly and independently between genuine wool and shoddy. In other words there was a merchandising condition in the knitted outerwear field which needed correction and the Fleisher guarantee was created to help correct it and promote the sale of Fleisher yarn.

Manufacturers about to adopt a guarantee should not fail to remember that the terms of a guarantee are not so important as the part played by the guarantee in the sales campaign. Many articles on this phase of the subject have appeared in both PRINTERS' INK and PRINTERS' INK MONTHLY. A list of these articles is available to those interested.—[Ed. PRINTERS' INK.]

J. G. Lamb Leaves Scott Paper Company

James G. Lamb, for several years vice-president and formerly advertising manager of the Scott Paper Company, Chester, Pa., ScottTissue, has resigned. He has been with the company since 1910.

Proper Use of Testimonials

THE EVERBRITE STOVE Co.
KANSAS CITY, Mo.

Editor of PRINTERS' INK:

We are engaged in the manufacturing and marketing of pressure heating and cooking appliances and distribute our products by means of agents.

In securing representatives, we use various pieces of literature including a testimonial sheet.

During the season just past, we gave the name and State from which the testimonial was received but did not give the complete address.

I am wondering if you can give us a bibliography on the use of testimonial sheets. We are especially interested in getting information regarding the comparative effectiveness of testimonials which give complete addresses and those which give only the name of the persons from whom the testimonials were received.

THE EVERBRITE STOVE Co.,
HERSCHEL L. WASHINGTON,
Secretary.

THREE is little question that the use of addresses as well as names adds to the value of advertising testimonials, except in the instances of such persons as nationally known actors, baseball players, society women, and so forth.

Many years ago, the patent medicine manufacturers discovered that a letter signed "Mrs. John Smith, 21 Tuna Avenue, Smithville" accompanied by Mrs. Smith's picture, was a lot more valuable than a letter merely signed Mrs. Smith with no address.

The average prospect, no matter how much faith he may have in a company and its policies, is inclined to be a bit suspicious of testimonials which are not pretty definite. The address takes up very little space but does add the ring of authority to the testimonial.

One method which avoids the use of addresses and yet makes the testimonial sound sincere is to use the familiar device, "Name on request." Of course, it is seldom that anyone writes in to the company to ask the name, but the mere fact that the company offers to reveal the name to those interested makes the prospect believe that the testimonial is bona fide. As a rule, however, it is considered better practice to give both the name and the address of the person sending in the testimonial.

—[Ed. PRINTERS' INK.]

J. W. Thomas again Heads Poster Association of Canada

At the annual convention of the Poster Advertising Association of Canada, held recently at Winnipeg, Man., J. W. Thomas, of Williams-Thomas Ltd., of Montreal, was re-elected president.

The following board of directors was appointed: E. L. Ruddy, W. T. Sutton, E. C. Gould, W. W. Scane, J. M. Walker, C. E. Marley, H. A. Williams and H. Duker.

One of the addresses made before the convention was devoted to outlining some aspects of the poster advertising business in the United States. This was made by Clarence B. Lovell, secretary and general manager of the Outdoor Advertising Association of America, Inc., Chicago. Burton Harrington, editor of *The Poster*, Chicago, discussed posters from the standpoint of art.

The convention accepted the invitation of C. E. Marley, Ltd., association member in London, Ont., to hold the next meeting at that city.

W. B. Ziff Brings Out Two New Publications

The Modern Office and *Popular Aviation*, monthly publications, have been started by the W. B. Ziff Company, Chicago.

J. V. Houghtaling is editor and A. H. Green publisher, of *The Modern Office*. H. W. Mitchell, formerly with *Building Material Merchant* and *American Miller*, Chicago, will edit *Popular Aviation*, which is to be a non-technical magazine. C. R. Borkland will be advertising manager.

Beginning with the September issue the name of *America's Humor*, published by the W. B. Ziff Company, will be changed to *American Humor*.

Clarksburg Publishing Company Elects Officers

The Clarksburg Publishing Company, Clarksburg, W. Va., which was organized recently upon the consolidation of the Clarksburg *Exponent* and *Telegram* publishing companies, has elected V. L. Highland as president. J. Horner Davis was chosen vice-president and treasurer; W. Guy Terrick, general manager, and W. W. Powell, business manager and assistant treasurer.

The George B. David Company, and the Devine-Wallis Corporation, both publishers' representatives, will represent the *Exponent* and the *Telegram*.

Air Mail Company to Advertise

The Pacific Northwest Transcontinental Air Mail Company, Boise, Idaho, is planning an advertising campaign in business magazines. Tom Jones Parry, Seattle, advertising agent, has been appointed to direct this campaign.

Make the choice
yourself....Here's
The COLUMBUS
DISPATCH with
more than a mil-
lion and a half lines
of National Adver-
tising so far in 1927
.....And the second
paper with some-
thing less than
HALF of that....

*The Dispatch continues to merit
the confidence of National Advertisers
apparently....During the first 6 months
of 1927, The Dispatch was the ONLY
Columbus newspaper to register a gain
in National Lineage.*

Who started New York is the Ideal



IT just isn't so. The perspiring genius who looked out of his office window onto teeming streets and damply typed the statement that New York is "the great summer playground" was either a master satirist or was giving voice to what the psychoanalysts call a baffled wish fulfilment.

That "swept by ocean breezes" line may beguile Belleville, Illinois. There is no rise to it on the part of your true New Yorker. He knows, she knows that New York in summer is hot. Damned hot. Oh, very damned hot, indeed!

So down at Deal and over at the Hamptons and up at Newport, you will find New York's Own, happily exiled from the sweltering heat of the town.

Wonder to us why we manage to hold up a decent volume of advertising these dog days. What with all these absentees so far from town and from convenient access to the New York shops.

Perhaps it is because no matter where

the myth that "Summer Playground"?

they go, they send for the New Yorker to go with them. Indeed, a full third of The New Yorker's subscribers are receiving their copies of their favorite weekly through summer residence post offices; and our statisticians are busy now figuring the total foot poundage involved in the commuters' march upon newsstands at railway stations, ship landings and summer resort newsstands where The New Yorker is for sale.

While their bronzed fingers turn the pages of The New Yorker each week, while their nostalgia for New York survives above the roar of surf on summer beaches, the whisper of trees above wilderness lodges, the rune of running waters, advertising in The New Yorker keeps right on working regardless of the Rise and Decline of Fahrenheit.



The
NEW YORKER
25 West 45th Street, New York City

Chains of Warehouses Next?

Interesting Possibility Looking toward Scientifically Correct Distribution
Seen in Chicago Development

By G. A. Nichols

CERTAIN large Western warehouse interests, by merging their organizations under the name of the Warehouse Securities Corporation, have apparently opened the way for chains of warehouses which shall extend to all the strategic marketing points of the country. The object is to eliminate waste in distribution to an extent that will enable retailers to buy their goods at a cost that will permit competition with the retail chains on something near an even basis.

Some of the biggest warehouses in the Chicago territory, including those of Griswold & Walker, Inc., are in on the proposition, which already has extended to a considerable number of points throughout the Central West. According to plans revealed to *PRINTERS' INK* by C. C. Degenhardt, vice-president of the corporation, it is expected that within a few months a total of 150 warehouses will either be a part of, or affiliated with, the chain.

The foundation of the idea is to provide a means of financing warehouse stocks more easily and with less discount than heretofore, regardless of where they may be located. There is nothing particularly new about this kind of borrowing. It is at least fifteen years old and is done every day in every principal marketing center. But the Securities plan is different in that it expects to bring all classes of merchandise into equal position for bank loans at a distance from the factory. The foundation for the loans will be the value of the goods in the warehouse stock without so much reference to the credit standing of the man who makes them.

The Warehouse Securities Corporation has done one big thing which makes this sort of financing possible. This is the elimination of the "said to contain" clause from warehouse receipts. The

receipt form to be used henceforth will state specifically just what goods there are in the spot stocks and the warehouse will guarantee that the goods are as represented. Thus value will be established in a way that will provide definite collateral for loans.

"Through intimate knowledge and confidence between a local banker," says Mr. Degenhardt, "a local borrower and a local warehouse man, warehouse receipts do have some collateral value when the goods are stored where the money is borrowed. But this means only partial distribution. A New York or Chicago banker, for example, would not consider lending money to an unknown California fruit packer on goods stored in New Orleans. Yet, any commodity has its greatest value when it has reached the end of its distribution route—next door to the consumer. If the distribution is going to be scientifically right and complete, credit must follow the commodity and increase with its travel.

GUARANTEES REQUIRED

"A manufacturer contracting for spot stock space in any or all of the warehouses affiliated with this organization gets a negotiable receipt upon which he can forthwith borrow money from the Securities Corporation. The receipt has many notable changes over the present standard forms. For one thing, it eliminates the 'said to contain' clause. The warehouse man must be sufficiently concerned with the loan to be able to guarantee that the goods are such as he describes them. Also it subordinates the warehouse man's lien to the loan. The warehouse man must depend upon the depositor's equity and the Securities Corporation's arrangement to protect his charges. A most important part of the receipt provides that goods may be delivered upon payment in cash of

all or a pro-rata portion of the loan value. Remittance by the local warehouse to the Warehouse Securities Corporation or its trustee will permit the completion of plans that periodically endorse the receipt and the note. This gives the receipt complete elasticity for national distribution as collateral."

The financing plan here described by Mr. Degenhardt works like this:

A manufacturer, let us say, has \$5,000 worth of goods in a warehouse. The warehouse man advances him \$4,500 in cash and this loan is assumed by the Securities Corporation at its face value. The corporation, in turn, rediscounts the loan at one of its affiliated Chicago banks for perhaps \$3,750. The remaining \$1,250 of the loan is carried by the corporation itself. This is done by means of a cash working capital which member warehouses have paid into the financing corporation.

HOW THE MANUFACTURER IS HELPED

It can be readily seen what this operation gives to the manufacturer. He gets distribution just as far as he wants to go, his borrowing capacity automatically increasing with each new spot stock that he places. In other words, he can use any or all of the chain of warehouses when and as he needs them. He is freed from the cost and responsibility of maintaining branch distributing houses or warehouse stocks in off seasons. If his selling season extends over a couple of months in the spring and another couple of months in the fall, he can have the warehouse space for those periods of time and be financed accordingly. If, on the other hand, his requirements are such that he must have spot stocks on hand all through the year, the same accommodations are his.

Elastic financing plans such as this are going to relieve the manufacturer of a heavy distribution burden and enable him to place his goods in an economical way, so that the dealer may get them as he requires them. The failure of manufacturers heretofore to have spot stocks instantly available to

the retailer in all portions of the country is due to the fact that it takes money to bring about such distribution, and not every manufacturer is able to get it except locally. Certain outstanding manufacturers have plenty of available capital at their disposal. But by far the greater number are comparatively small and are located far away from the larger city banks.

Consider, for illustration, the case of a Wisconsin pea canner known to this writer. He puts out a highly superior product. Under the law, the local bank in his small town cannot loan him more than 10 per cent of its paid in capital and surplus—which, in this case, happens to be \$200,000. Thus, it is impossible for the canner to get, at the absolute outside, more than a \$20,000 loan. Even this would be cut down by the 20 per cent which the banker would request him to leave on deposit. Hence, he is caught between inability to get financing on one side and the imperative need, on the other side, to carry spot stocks in strategic marketing centers. Under a system of distribution, warehousing and financing such as we are discussing here, this man's canned peas can be used as collateral wherever he may choose to spot his stock. He gets national distribution and his credit grows as he needs it.

It is obvious that the plan will apply best to readily marketable commodities of established value. The corporation has already found that when rediscounting its loans made on spot stocks, the banks are disposed to be unfriendly toward any commodity for which well-defined consumer acceptance has not been established—any article, in fact, that edges away from staples with a free market. Maytag washing machines, for instance, are readily rediscounted. Certain other washers, however, are not so acceptable, the banks saying that they are not quickly marketable. The same experience has been had with radios, vacuum cleaners, and rather a large list of general commodities.

The effort of this warehouse chain to make every spot stock



A can will water your garden . . . a hose will do it better!

Try a watering can on a field and see how much ground remains dry. Try a sprinkler and see how it saturates. That's how it is in Chicago. This city has only two morning newspapers. One

National Advertising Manager—J. T.

W. W. CHEW
285 Madison Ave., New York

W. H. WILSON
Hearst Building, Chicago



newspaper trickles through to part of
the people. Two newspapers will reach
the entire morning market. And the
Herald and Examiner is one of the two.

million readers daily and over five
million on Sundays . . . waiting to be
sold and sold through this paper.

THE CHICAGO HERALD AND EXAMINER

One Daily Circulation 421,765 Sunday Circulation 1,160,719

Manager—J. T. McGiveran, Jr.

W. H. WILSON
Building, Chicago

T. C. HOFFMEYER
Monadnock Building, San Francisco

article eligible as collateral for bank rediscounts will be an interesting thing to watch. The risk the corporation runs is that stocks of slow moving goods or goods whose market has disappeared may possibly be warehoused at scattered points, the maximum amount borrowed on them and then the warehouse man may be left to liquidate the loan as best he can. Meanwhile, it is significant to note that at the present stage of the development readily marketable goods whose salability is unquestioned are accepted by the bankers without any argument. This speaks well for advertising and the banker's attitude toward it.

That this method of distribution—in the case of advertised goods, anyway—can work right into the newly formed custom of so-called hand-to-mouth buying is of course apparent. The manufacturer can get more rapid turnover and pass along the same advantage to the dealer. He can have, at each spot stock point, one or more sales representatives who can get in touch every day, probably by telephone, with the retail trade and ascertain their needs. In localized territories, quick deliveries can be made by truck.

"If the dealer wants to buy in small quantities," one manufacturer suggests, "then let him buy that way. But force the selling on that basis. Follow him up constantly and have the goods right in his territory where they can be literally pushed out onto him every day or every week."

Shipments to points outside the local territory can be economically taken care of by means of consolidated car loading. Railroad service is getting better all the while. It is a part of an ordinary day's business for a large warehouse to have enough shipments going to stated points in the surrounding territory so that the consolidated loading plan may be effectively used.

How is all this going to help the retailer to the extent that he can own his merchandise at a low enough cost to enable him to compete with chain-store prices and still make a profit?

It will help him because under the economies produced by such scientific distribution, he can get his small lots of merchandise at quantity prices. Right here has been his trouble all along. He has not been able to handle quantities and therefore has had to pay higher prices. And now, under the new method of buying, he insists on stocking even smaller quantities at a time.

Hard roads, automobiles and improved railroad service now make possible hand-to-mouth delivery over a surprising large area—if the merchandise is strategically placed. The manufacturer, by working out locally from these warehouse spot stocks can keep right on top of the dealer, so to speak, all the time. Easily made sales and quick delivery by truck or otherwise increase the dealer's volume and profits and also whip up his turnover. Inevitably, he buys more merchandise and this logically works to reduce the manufacturer's selling cost still more.

There is nothing tricky or mysterious about the thing. It is a simple commonsense application of the fundamental rules of economics.

It is practicable and workable—and, in fact, already is working.

A LOOK AT THE FUTURE

In a little while it would not be surprising to see a considerable part of the country's merchandise distributed through large chains of warehouses with financing arrangements such that spot stocks can be placed at the disposal of dealers all over the country—sold to the dealer in small quantities at a cost which will give him substantially the advantage of the jobber's discount.

When this comes about, the jobber's influence will be strictly localized unless he combines in large enough units to effect distribution on the same general plan that can be worked by a chain of warehouses.

The head of one jobbing house whose business reaches to all parts of the country is quoted as saying that hand-to-mouth buying has made the large national wholesaler more essential to the small retailer

Sans Bunk

Tulsa and the Magic Empire is one of the richest market units in the entire Southwest. This market comprises the wealthiest counties in the state of Oklahoma, with a population of more than 500,000, representing 32% of the state's population. According to government reports, the Magic Empire produces 52% of the income tax returns from the state of Oklahoma. Tulsa, the recognized Oil Capital of the World, is the hub and shopping center of this great market and is connected with all points in the Magic Empire by a network of concrete paved roads. The rich Magic Empire was

created and defined by the Tulsa World, the only newspaper that adequately serves its residents. National advertisers who have sensed the value of the market are reaping a big harvest from their advertising campaigns in the Tulsa World.

Plan your sales message and deliver it to the people of the Magic Empire through the columns of Oklahoma's greatest newspaper. More than 85% of The World's 81,000 circulation is concentrated in the Magic Empire. Additional information regarding the Magic Empire market will be furnished on request.

TULSA  **WORLD**
MORNING EVENING SUNDAY

July 28, 1927

J. 10

The New **McCLURE'S**
The Magazine of Romance

119 West 40th St., New York

Chicago Office, 360 N. Michigan A



Do You Want To Be a Lindbergh?

THE first solo flight, the first breath-taking landing, the first terrifying parachute jump—Lieutenant Deuel tells a thrilling story of the training that Lindbergh went through, the course that all military aviators must take before qualifying as full-fledged pilots.

And at this time, when interest is focused so intensely on flying, McCLURE'S increases its fast-growing circle of friends by publishing just such stories as these—timely stories of youthful struggle and achievement which appeal to those who are reaching out for the better things of life. With such an editorial content and with an amazingly responsive audience, a fast-growing number of the better-known advertisers find that it always pays to—

include McCLURE'S!



than ever before. He has in mind, of course, the necessity of the dealer being able to get small orders promptly—which is the service that can be extended by a national jobber having a sufficient number of branch distributing points.

But what is he going to do about the jobber's discount? This is the one thing wrong with the picture he paints. It is not sufficient to give the dealer the benefit of quick service on small orders. Unless he can get this service at a cost giving to *him* the benefit of the jobber's discount, he is going to find it increasingly difficult to get along.

If an individual jobber can grow large enough to give the dealer what amounts to spot stock distribution—and can do it economically enough to reduce the dealer's buying cost to something near that of the chains—then there will be a place for the jobber. Combinations of jobbing houses, therefore, are to be expected under the new plan of things.

What it really will amount to is that chains of warehouses—and, possibly, chains of jobbers—will get together and give to the independent dealer the distribution he needs to fight another kind of chain, represented by the retail stores of that type. The retail chains are economically right. Huge distributing chains of warehouses or jobbers are also economically right.

Thus we see that the country's merchandising system is rapidly working to a point where combines greater than any we have yet had will exist. Economic law has been seen up to now largely in terms of competition. It now is being looked on in terms of monopoly. Monopoly, after all, is the main agency through which waste can be eliminated.

General Outdoor Has Gain in Net Profit

The General Outdoor Advertising Company, Inc., New York, reports a net profit of \$1,084,278, after charges, for the second quarter of 1927, compared with \$1,065,466 for the same period of 1926. The net profit for the first six months of 1927 was \$1,635,531 against \$1,567,351 for the first half of last year.

Jewelers Told Advertising Is Not Overnight Magic

At the annual convention of the Pennsylvania Retail Jewelers Association held last week at Philadelphia, Charles Evans, treasurer of the association, strongly urged upon jewelers the importance of advertising as a method of bettering their businesses.

Many jewelers, he said, advertise in a Sunday paper and expect results on Monday morning. This attitude prevents them from reaching the goal they set for themselves and handicaps their advertising from demonstrating its effectiveness. Advertising, cautioned Mr. Evans, is a time-consuming process and in order to attain the success it will bring, allowance for the working of this process is imperative.

To Publish "Real Life Stories"

Real Life Stories, a new monthly magazine, will be published in September by Magazine Builders, Inc., New York. The staff of this publication includes A. Henry Young, formerly with the Macfadden Publications, New York, as business manager; S. A. Craig Jr., as advertising manager and E. P. Frenz, circulation manager. Mr. Craig is also advertising manager of *Screenland*, a Magazine Builders' publication. The new magazine will have a type-page size of 7 by 10½ inches.

Powers & Stone, Inc., publishers' representative, has been appointed Western and New England advertising representative for *Real Life Stories*.

Cleveland Paint Manufacturers Merge

The Arco Company, the Argus Manufacturing Company, the Crescent Paint & Manufacturing Company, the Eclipse Paint & Manufacturing Company, the Iroquois Manufacturing Company and the Sterling Products Company, all of Cleveland, have consolidated and formed the Arco Company. S. D. Wise is president of the new organization. The merger has been effected to bring about economies in distribution and selling.

Sales of General Electric Gain

The sales of the General Electric Company, Schenectady, N. Y., were \$149,795,026 for the first half of 1927, compared with \$147,450,867 for the first six months of 1926. The net profit after charges for that period was \$23,830,162 against \$20,070,923 for the first half of 1926. The net profit for the second quarter of 1927 was \$12,158,431 compared with \$11,671,731 in the preceding quarter.

Freeman Engraving Company Changes Name

The Freeman Engraving Company, Minneapolis, has changed its name to the Freeman-Gross Engraving Company.

Removing the Froth from Advertising

Under-Statement Would Do a More Effective Job in Selling Advertising Than Over-Statement

By Tom Dartnell

Manager, Research Department, Federal Advertising Agency

ADVERTISING is a good deal like a system of irrigation. Crops will probably grow to some extent without it—but by feeding a stimulating stream of water to the source of plant food—the soil—you get better crops.

Now we can readily understand why lots of Western farmers don't use an irrigation system. Maybe it's too expensive to get the water to the farm; or maybe the farmer just hasn't any faith in irrigation. There is nothing remarkable about lack of faith in irrigation, even though you and I may think irrigation increases income 1,000 per cent. Farmers are subject to mental inertia the same as all of us.

Same way, there's nothing remarkable about lack of faith in advertising. There are plenty of large manufacturers today who have no substantial faith in advertising. They are not mystified by it—they just don't believe it can get results.

These men are frequently sought in their sanctums by those whose business it is to "sell" the power of advertising. I think it is generally conceded to be good form to bring to such an Unbeliever's attention all the sensationaly successful advertising programs and drives on record. Anything to surprise him—overwhelm him—shock him into the conviction that since others have found vast success in advertising it will surely do as well for him.

I would like to take issue with such sales tactics in selling the power of advertising. In the first place, it is unnecessary. In the second place, it distorts the better conception of advertising.

For instance, there are how many national advertisers? A directory I have lists 8,000, and of course there are more now in process of becoming national advertisers.

Local advertisers greatly outnumber national advertisers, of course, we'll just talk about the *big* advertisers.

Can 8,000 advertising programs be *outstanding* successes all at once? Of course not. But can 8,000 advertising programs be successful all at once? Why not?

The point is this: Thousands of advertisers are going after business with the help of advertising because advertising is sound business method. They all seek to have their advertising outstandingly successful.

But obviously there isn't room for everybody at the top. In soliciting an account, therefore, it is choosing the shock method of overstatement to cite the sensational successes as a primary sales point.

It distorts the better conception of advertising because it overstates the likelihood of success, puffs up the hopes and positive expectancy of the prospective advertiser, and leaves 999 chances to one that he will be disappointed.

INSPIRING UNDER-STATEMENTS

If the under-statement in advertising ever had a place, it is right there in the solicitation. Perhaps there is a kind of fear that if a statement is not exaggerated, it will not get so much as a hearing. Actually, the under-statement need not be drab or ordinary at all. It can be just as inspiring, sparkling and buoying as the grandest superlative.

It is plain, ordinary, selling weakness to point to Wrigley's name and say: "See what advertising has done for such a lowly product as chewing gum! From a humble beginning, Mr. Wrigley has built up his advertising and sales until last year his net income totalled \$9,100,170."

Every word of that is truth, just



The
F.J. ROSS COMPANY, Inc.

Announces

the OPENING of a
BRANCH OFFICE

in
SAN FRANCISCO
at
405 MONTGOMERY ST.

Under the
DIRECTION
of
MR. C. M. SEYMOUR



Also

the ELECTION of

C. M. SEYMOUR

as

Vice-President and Secretary

CHARLES P. PELHAM

as

Vice-President

DANIEL VOLKMAR

as

Assistant Secretary

All of whom have been asso-
ciated with the company
since its organization in 1920

F. J. ROSS COMPANY, Inc.

Advertising

405 Montgomery St.
San Francisco

119 West 40th St.
New York

THE world-wide reputation of LA PRENSA of Buenos Aires, "South America's Greatest Newspaper," depends primarily on editorial integrity, together with notable journalistic enterprise and public service.

Its extraordinary commercial success also depends on these same factors, translated into that intangible thing known as prestige.

During the first five months of this year, for instance, LA PRENSA published an average of 1,207,707 lines of advertising monthly, most of which represented the unsolicited expression of the faith of the Argentine people in its columns.

Contracts made now have the benefit of rates established when the circulation was from forty to fifty thousand less than at present.

JOSHUA B. POWERS
Exclusive Advertising Representative

250 Park Avenue

New York

as it is truth for me to say that irrigation has transformed great areas of barren desert into highly productive farmlands yielding fine profits year after year.

But there have been cases of advertising that failed to produce, just as there have been irrigation failures, too. Nobody speaks of them. Yet in all fairness, a prospect should be told of them if the salesman insists on citing the big successes.

To carry this thought through—the way of the under-statement is more in keeping with the spirit of the economic times, the advanced philosophy of advertising. Bankers are too closely in touch with advertising and understand it too well.

Sta-comb tells us "It's not a matter of life and death" and that applies to advertising. The under-statement would tell the prospective advertiser that it's vastly more important that he believe in the policy of constant advertising than in the policy of infrequent stunt advertising.

It would tell him that he should expect a reasonable money return on each year's advertising in addition to its intangible advantages, instead of expecting a sensational success every year of his business life. Such events are hoped and striven for, and are occasionally realized, through sheer weight of effort, as in the case of some cigarette and automobile advertising.

Then, too, as previously stated, it is *unnecessary* to use the shock method in selling the power of advertising.

A certain service publication lists the advertising activities of practically all the large advertisers in about all the important magazines.

In comparing 1925 and 1926 totals, it appears that \$23,000,000 more was spent last year for national advertising in magazines than in 1925. This represents a 15 per cent increase.

The American Newspaper Publishers Association reports that 3,500 national advertisers spent \$235,000,000 in the newspapers in 1926; 329 of them spent \$50,000 or more apiece.

The *Boston News Bureau* re-

ports that from 1921 to 1926, advertising volume increased 19 per cent and general business volume increased 55 per cent.

It is impossible to refute such figures. At the same time, they "sell" only the principle that advertising is a profitable effort.

Just because irrigation in California has been universally successful has little to do with its success in Utah. If that section of Utah were too salty or too thinly fertile, irrigation couldn't help it much in a practical way, although it might grow up to be a refreshing and prolific salt marsh!

By the same token, the sound principle of advertising must be made to apply to the individual business. In terms of the under-statement, advertising is a method which has been applied to most businesses with satisfactory results, just as mass production methods have been applied.

It is a job to be studied out, not a trick to be turned by an advertising agent. The scholarly manner in which it is being approached, nowadays, by many advertisers and agents, in counsel, is one of the most hopeful signs for the business of advertising. And instead of taking all the spontaneity out of it, it's just removing the froth and making it all the more interesting.

New Advertising Business at New York

B. J. Paris and A. G. Peart have started an advertising business at New York, under the name of Paris & Peart. For the last twelve years Mr. Paris has conducted his own advertising agency, which has been merged with Paris & Peart. Mr. Peart, for the last five years has been advertising director of The Great Atlantic & Pacific Tea Company, Jersey City, N. J. He will leave that position on August 1. He was formerly assistant general sales manager of this company.

A. M. Hillery to Represent Rogers & Company

Arthur M. Hillery will represent Rogers & Company, Inc., New York, direct advertising and printing, in Connecticut, with headquarters at Hartford, Conn. He was recently with the Graphic Arts Company, also of Hartford.

How These Englishmen Run an Advertising Convention

"Advertising City" in London's Largest Building One of Its Features

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

EVIDENCE accumulated during the last five years shows that the Old Country has awakened in the fullest sense to the convention idea in advertising. Delegations have left London to conventions organized by the Associated Advertising Clubs of the World and the International Advertising Association, and London itself was the convention city three years ago, generously elected to that honor by the American clubs.

Last year it was my disagreeable duty to inform PRINTERS' INK by cable that the convention opened in May had had to be closed again in a hurry before proceedings could be started, through labor troubles, including the General Strike which tied up all the railroads in the Kingdom. Not often has any movement still young and a little immature had to sustain a blow like this; a thousand men and women do not like to be taken a few hundred miles from home, only to be sent back again without even an opening session. Even in a financial sense this was a pretty serious disaster, and if the Advertising Association, which acts as parent to the Clubs of Great Britain, had not been very firmly seated, there might have been difficulty in carrying on.

But the newly-elected president, the Right Honorable Charles A. McCurdy, K. C., and his executive, met the situation in the most aggressive spirit. Far from shirking the issue, they and then others began to organize the biggest effort on the records of British advertising clubs. As in 1924, the convention this year is staged along with an exhibition—and it is exclusively an advertising exhibition this time. The largest exhibition building in the Kingdom (for Wembley, which was not one building but many, is pulled down and only the Stadium remains) is the

scene of it—Olympia, where the horse show, the military tournament, the motor show and all the most important affairs of the kind were held even when Wembley still stood.

The exhibition opened on July 18 and the convention next day, closing on the twenty-second. Five general sessions and fourteen departmental sessions made up the program. The Duke of York—brother to the Prince of Wales—was a delegate and visited the convention and exhibition on July 19. The largest exhibitor, covering 10,000 square feet, was that of the Empire Marketing Board—the Government department whose head, the Right Honorable L. S. Amery, M. P., Secretary of State for Dominion Affairs and the Colonies, opened the first general session on July 18. H. H. Charles, president of the Charles Advertising Service, New York, was one of the other speakers. The sales managers' session on Wednesday was addressed by Edward A. Filene, of Boston.

Simultaneously, the Empire Marketing Board, whose professional adviser is Sir William Crawford, K.B.E., arranged a nationwide Empire Goods Shopping Week, which is the most practical piece of salesmanship for which it has yet been responsible. This does something to overcome the difficulty of advertising anything so indefinite and multifarious as "Empire Goods," which the consumer-public, with the best will in the world, cannot easily distinguish. The note of inter-imperial trade was prominent in all the arrangements.

"Advertising City," with the stands of 400 exhibitors, erected to a uniform design on white, occupies the center of Olympia—where the horses jump and the military tournament is staged every year—

LA NACION

of Buenos Aires

was founded on January 4th, 1870, by General Bartolomé Mitre, one of the foremost figures in the history of Argentina.

Throughout the years, the prestige of this newspaper has been steadily built up until LA NACION today reflects a parity with the best newspapers of the world, in every one of its departments. It is a living model of the best in modern journalism.

The latest in news, painstakingly gathered through a world-wide organization and impartially presented, together with an editorial policy which has ever adhered strictly to the highest ideals of the newspaper profession, have made LA NACION the respected, national institution that it is, in the eyes of the Argentine people.

The far-reaching influence which LA NACION wields among these readers would be difficult to appraise to its full extent.

Translated into values which are measurable and tangible to the American advertiser, this means that:

LA NACION has a tremendous influence on the buying-habits of the Argentine nation. Advertising in its columns bears with it the stamp of dignity which characterizes an organ that has successfully served the people of ARGENTINA.

That is why LA NACION is the one essential medium for reaching the buyers in that most profitable market—ARGENTINA.

**"Ask LA NACION
about ARGENTINA"**

Editorial and General Office in
the United States:
W. W. DAVIES
Correspondent and General
Representative
383 Madison Ave., New York

**"Ask ARGENTINA
about LA NACION"**

United States Advertising
Representatives:
S. S. KOPPE & CO., INC.
Times Bldg., New York
Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation,"
by Dr. Jorge A. Mitre, Publisher of LA NACION

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July 28, 1927

PENICK & FORD SALES COMPANY, INC.

SUGAR, CANE AND CORN PRODUCTS

400 Lexington Avenue

SOLE DISTRIBUTORS
FOR PRODUCTS OF
Penick & Ford, Inc.
INCORPORATED

NEW YORK

PRINCIPAL OFFICES
NEW ORLEANS, LA.
NEW YORK, N. Y.
CEDAR RAPIDS, IA.
MEMPHIS, TENN.
MONTGOMERY, ALA.

The Chicago Defender,
Chicago,
Ill.

April 15th, 1927.

Gentlemen:-

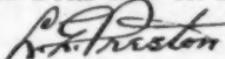
We thought you would be interested to know that our recent campaign on Velva Syrup which has been running in the Defender since February is to be continued until July. At that time we will take up plans for the Fall and are quite sure that we will continue the schedule in your paper.

It is not often easy to trace such definite results as we have had to a campaign of this kind. Actual cases of where retailers have of their own accord ordered Velva Syrup from their jobber because of the calls they have had, came to our notice.

It seems quite evident that the Chicago Defender is thoroughly read and believed in by its subscribers.

Very truly yours,

PENICK & FORD SALES CO. Inc.



Vice President.

LGP:MR

The Chicago Defender

is America's great national medium for reaching the Colored Race

For information address
CHICAGO DEFENDER, 3435 Indiana Ave., Chicago

or

W. B. ZIFF CO., Special Representative
608 S. Dearborn St., Chicago 171 Madison Ave., New York

and among features were business houses, a welcome club, free moving-picture palaces, gardens, advertising restaurants, libraries, reading-rooms, and a bank—all in full operation, as well as a street of twenty-one model shops. Here window dressing competitions were held every day and three £250 prizes were awarded on the ballot system, to visitors. A similar ballot, for £300 worth of prizes, held in the poster exhibit, arranged by the British Poster Advertising Association, will no doubt prove to have furnished a useful test of public feeling, as the vote was taken on the relative merits of the 100 best British posters of the year. There was also an Advertiser's House, furnished throughout with advertised products, and a Palace of Beauty, where advertising characters (here termed "mascots") were represented by pretty girls in the setting of an Oriental palace. Many exhibits included machinery or work in operation, and in one place the preparation of a newspaper, from wood pulp to linotype setting, was shown by one of the dailies.

The public attendance, paying at the turnstiles, was large and a better conception of what advertising really means is one of the good effects certain to be produced.

A Ninth Suggestion for Convention Programs

NATIONAL ASSOCIATION OF PURCHASING AGENTS, INC.
NEW YORK, JULY 20, 1927.

Editor of PRINTERS' INK:

The editorial on conventions in your July 14 issue is very much to the point. You have touched upon their weak spot and have offered some very constructive thoughts for the remedying of the situation.

There are two classes of associations having conventions; those which have local bodies such as our own, have an additional problem which can very gracefully be added to your eight suggestions.

Your first suggestion is one which we have adopted, namely a standing committee. This committee is to collaborate with the program committees of each of our fifty-three associations to help them prepare worthwhile programs throughout the year because they have programs every month. That work keeps the program committee on its toes throughout the year and also gives them a good deal of practice and en-

ables them to select worthwhile speakers for the national convention.

There is one point which you do not cover which should be added, and one which we have followed very successfully, wherever we have tried it out, and that has been most of the time. We make it a point to name our program committee outside of the city where the convention is to be held. We are usually entertained by the local association or chapter in the city acting as host. The temptation in all such cases would be to emphasize the entertainment end of the convention, and while we find and know that we must have relaxation in order to get the maximum of good from the convention, we feel at the same time that the program is the important thing and that it must not be subordinated to any desire to show us the town or give us a good time. In order that the program committee and the entertainment committees may not be working at cross purposes we provide for a liaison member of the program committee appointed from the host city in order that both parties may know what the other is doing.

Several years ago we changed our policy and now select a subject we want covered before we select the speaker, and choose a man competent to cover it. In the old days we used a plan in somewhat common use, picking a prominent man and hoping that he would talk on something we would be glad to hear about.

One of our great difficulties as purchasing agents comes from the fact that when we invite an executive of a corporation to talk to us on the market situation in his industry, he is tempted to convert the opportunity into a sales argument for his own product, and not only talks about something which we are not interested in, but he defeats his own purpose as should be self-evident to any thinking man.

We are ready to endorse all of the points you raise, and hope that your editorial will result in considerable good.

W. L. CHANDLER,
Secretary.

Waldorf System Sales Gain

The Waldorf System, Inc., Boston, chain restaurants, had sales of \$3,630,498 for the second quarter of 1927, compared with \$3,332,427 for the corresponding period of 1926. Net profits for the second quarter were \$229,414 for 1927, and \$261,901 for 1926.

Total sales for the first half of this year were \$7,202,667 and \$6,653,062 for the first six months of 1926.

W. C. Becker Appointed by Hanley & Kinsella

Walter C. Becker has been appointed vice-president in charge of sales, of the Hanley & Kinsella Coffee and Spice Company, St. Louis. He was formerly with George Batten Company. Previous to that time he had been with the Borden Company, New York.

Give Your Salesmen a New Talking Point Occasionally

The Modern Salesman Pleads for Some Added Argument in Favor of His Product, if He Is to Smash Records

By a Salesman

IN this age, a salesman finds that he goes to seed if he remains with a house that does not constantly bring its product up to date. Not even elaborate advertising can overcome this handicap. Both public and dealer are after "something new."

Six months ago, I was with a concern long specializing in trunks and travel luggage of all kinds. It is a house that has pioneered since the earliest days and holds a high place in the trade. Suddenly the word went whispering around that a new type of lock had been invented and the rights were to be sold to any firms where such devices were required. Trunks and luggage of all kinds, of course, come in this classification.

But our folks shrugged their shoulders and declined to consider this innovation. It was a passing fad. They did not care to change their customary manufacturing ideas and methods. They were baggage manufacturers, not locksmiths. Just about that time, I went out on the road and the new "Sesamee" lock that "Didn't need a key," but worked safe-fashion, by combination figures, was the big talk in the trade and among dealers. It would revolutionize the business, many thought. There would be no keys to carry around or to lose. A combination was set at an easily remembered number and that's all there was to it.

When I saw that my house would not consider the proposition, although a number of other houses were already in on it, I went over to a rival institution which was about to adopt the new lock to its line.

This company is now using magazine and newspaper space to call attention to the addition of the Sesamee lock. Dealers are wild about it, and I have just closed one

of the most successful trips of my whole life.

Here's the idea: Today, people want the "latest"; and so do dealers. The salesman who is dragging around with an article that hasn't changed in fifty years and shows no inclination to change, hasn't a fair chance.

I think one of the important elements of manufacture and selling today is keeping the product up to date. Create a new idea that will at the same time create a new advertising appeal. Success starts at the factory. It puts heart into the sales force and it vitalizes the company's advertising. Salesmen are learning this lesson and there is a rush to houses that are on their tip-toes.

REPLACING OLD IDEAS

I can name a dozen or more instances of this, all of them "comers." When you meet the salesmen from these institutions, you find happy, active, optimistic chaps who are smashing records. And there is no let-down. Their firms do not introduce an innovation and then take it easy for another ten years. Just when a new idea begins to wear thin, another comes to take its place. The salesman is almost in the position of selling a new article each year. He is supplied with a new set of selling arguments which appeal to the dealer as having the same possibilities with his customers. It's an endless chain of enthusiasm.

Have you watched the methods employed by G. I. Sellers & Sons, in the manufacture of their line of kitchen cabinets? That organization is a salesman's happy hunting ground. A man going out need never repeat the same story twice. The factory is always giving him something new and revolutionary. If it is necessary to drop a model

Harper's Bazaar

announces

the appointment of

R. Kingsland Hay

formerly New England Manager

as

Director of Trade Service

and

the appointment of

George R. Hall

formerly Philadelphia Representative

as

Eastern Advertising Manager

Harper's Bazaar

Frederic Drake - Business Manager

and scrap every part of it for a better idea, then it's done. Dealers tell me that the Sellers company has done such progressive things that women replace a comparatively new cabinet, in order to buy one of the newest. The advertising is responsible for a large share of this, coupled with the display windows and floors of the dealer.

Consider the latest Sellers idea: It was thought, not so long ago, that about the last word had been said when kitchen cabinets were done in beautiful white enamel. Aside from a number done in natural wood tones, this was the extent of the industry's activities in that direction.

Sellers thought the matter over and started an advertising campaign which suggested to women that many kitchens were monotonous because of the sameness of colors there. So, out the house comes with a line that makes Mr. Dealer rub his eyes and blink and makes every salesman for the institution feel as if his bread was buttered on both sides. Even the name was new, "The Sellers Kitchenaire." European designers had been set to work originating new types of cabinets—period cabinets! There are now Sellers Spanish style kitchen cabinets, and attractive Colonial models. There are cabinets enameled in gay colors with inset color motifs.

ADVERTISING THAT IS NEWS

That's progress, that's keeping demand at fever pitch. Can you imagine with what intense eagerness and enthusiasm a Sellers salesman goes on the road when he has a message of that sort to take to his list of dealers? Sellers' advertising, moreover, is news most of the while; news on the subject of announcements and added novelties.

A cutlery house has accomplished an unexpected and astonishing increase of business and of salesman reaction by coming out with a new line of shears and scissors specifically designed for certain purposes. There are "chiffon" scissors, and "wool" scissors; there are a dozen or more named

models, and they are being advertised in this new spirit. The drive is to cause women to buy not one or two pairs of shears and scissors, but a half dozen. The dealer likes the idea. The public finds there is much in the argument.

Suppose you represented a manufacturer who had not changed either his advertising or his method of production in twenty years and suppose you were called upon to go out into the selling field and compete with men from a more aggressive house. What would be your state of mind?

I met a salesman in Ohio several months ago who was kittenish with happiness. He was doing fine business and seemed to be ten years younger. He was selling for a certain tinned meat house; a concern that to my knowledge had done nothing new for thirty years. But this season it had put out cartons of sandwich meats in miniature cans—just enough for three or four sandwiches.

Advertising helped materially, and the idea was going along at top speed with dealers, who looked upon it as an intensely practical plan. They wondered why the company had not thought of it before.

The salesman talked half the night telling me what a hit it was and how it bucked up the company's entire line. I mention this just to prove that a scheme need not, as I say, be something amazingly new. Any sort of novelty or departure has a beneficial effect on the sales force and on advertising.

In much the same manner, I ran across a salesman who traveled for a well-known shade and shade-roller concern. It is one of the oldest, and has been very largely unaggressive in the matter of anything "new." Certain traditions surrounded the shade and shade-roller business. There were just so many stock colors, and the rollers were patented and right, as they stood.

But the house suddenly began manufacturing shades in a dozen or more popular colors. The advertising concentrated on the fact that the effect of light, through shades, of this kind, could assist

Amarillo

Capital of The Rich Texas Panhandle

Where Farmers Are Prosperous From Big Crops on Cheap Land!

In 1925, despite a poor wheat crop, the average farmer in the thirty-six counties of the Texas Panhandle made \$3,629 from his \$17,062 farm—with his home and much of his own food free! He bought automobiles and new farm machinery when his fellows elsewhere were barely hanging on.

Then, in 1926, he produced a wheat crop nearly five times that of 1925—in many, many instances completely paid for his farm.

The Amarillo branch of one large farm machinery house far exceeds any other in the country in sales; the number of farms has increased 38% in five years; and Amarillo, the capital city, has a per capita effective income of \$1,596.00, the second largest for any city in Texas.

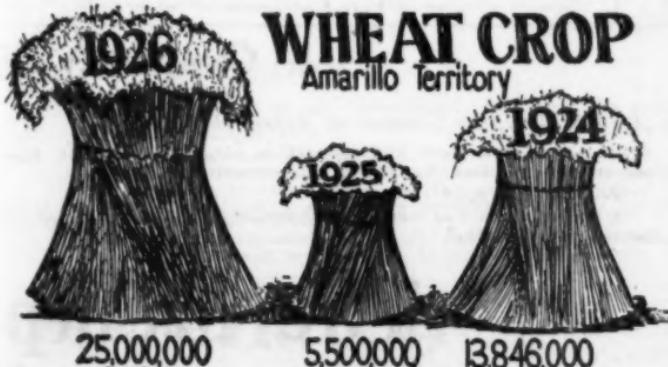
One city and one newspaper dominate the Texas Panhandle—offer an efficient advertising and distributing center to the manufacturer intent on starting or increasing sales in this marvelous new market. For information on your particular opportunity, write to:

Norris Ewing, Asst. Gen'l Manager

Amarillo Globe-News, Amarillo, Texas.

MORNING—EVENING—SUNDAY

National Representatives: TEXAS DAILY PRESS LEAGUE
New York, Chicago, Dallas, Kansas City



DOUBLEAU

Memphis Press-Scimitar Circulation

Completely Disproved Allegations

On April 10, 1927, the Commercial Appeal charged:

"The recent press runs and circulation records show that The Press-Scimitar has far less than 93,562 paid subscribers.

"Probably not more than 73,000

"A mere difference of more than 20,000 between fiction and fact—between falsehood and truth."

The MemphisPr

A Scripps Journal

National Representatives—Allied Newspapers, Inc., 250 Park Ave., New York City: Mieb

LAUDITS

Circulation Show Over 93,000

HASKINS & SELLS

CERTIFIED PUBLIC ACCOUNTANTS
OFFICES IN THE PRINCIPAL CITIES OF
THE UNITED STATES OF AMERICA
AND IN LONDON, ENGLAND
LONDON: PARK ROW, STRAND
MONTREAL, MONTREAL, QUEBEC, CANADA

PLANTERS BUILDING
SAINT LOUIS

July 1, 1927.

Memphis Press-Scimitar Co.,
Memphis, Tennessee.

Dear Sirs:

We have audited the records pertaining to the circulation of the Memphis Press-Scimitar for the period from November 16, 1926, to March 31, 1927.

The gross circulation was verified by examination of charges to accounts receivable arising from circulation and by examination of the records of cash receipts relating to circulation.

Deductions were made from gross circulation for City carriers of 1.78%, City dealers 6.63%, Suburban dealers .96%, and Country dealers 1.02%. These deductions represent actual returns and allowances for late, non-delivered, and unsold copies, together with left over and unsold copies arrived at through audit of the records and the customary outside investigation.

WE HEREBY CERTIFY that in our opinion the daily average net paid circulation for the period from November 16, 1926, to March 31, 1927, was 93,164 papers, as shown in the accompanying statement.

Yours truly,

Haskins & Sells

allegation by Competitor

The Press-Scimitar repeats what it said immediately following the publication of the strange charge:

"Either The Press-Scimitar lied or it didn't.

"If it did it should be branded as the greatest newspaper cheat in the history of the publishing business, should be thoroughly discredited by the public, should be entitled to no further confidence from its readers and no further support from its advertisers.

"If it did not then the Commercial Appeal, having put forth such a charge, should be made to pay in proportion to enormity of charge."

is Press-Scimitar

oward Newspaper

Mich. Ave., Chicago; Cleveland, Detroit, San Francisco, Los Angeles, Seattle, Portland

DOUBLU

Memphis Press-Scimitar Circulation

AUDIT BUREAU OF CIRCULATIONS CHICAGO		AUDITOR'S REPORT																																																																																																																											
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<p>* City refers to complete daily unit circulation in miles as shown in paragraph 8. "Suburbans" in the trading territory. See paragraph 10 for other areas.</p> <p>** Suburbans: Circulation is one which would result when the names and addresses of subscribers are NOT on file at the publisher's office. An account can be opened in the name of the subscriber and the copy paid for by other than the subscriber, although carried on the subscriber's account. An account in this way will be considered full rate.</p> <p>** Bulk Sales (Average): is a subscriber who has paid not less than one-half of either the regular or the subscriber rate in advance for newsprint and other supplies and who is entitled to a discount.</p> <p>** See Part 12.</p> <p>** Includes Predate edition carrying the following morning date line. (See Part 12).</p>																																																																																																																													

On April 10, 1927, the *Commercial Appeal* charged:

"The recent press runs and circulation records show that The Press-Scimitar has far less than 92,589 paid subscribers.

"Probably not more than 73,000

"A mere difference of more than 20,000 between fiction and fact—between falsehood and truth."

The MemphisPr

Scripps *Journal*

National Representatives—Allied Newspapers, Inc., 250 Park Ave., New York City 10017

LAUDITS

Circulation Show Over 93,000

HASKINS & SELLS

CERTIFIED PUBLIC ACCOUNTANTS
OFFICES IN THE FINANCIAL CITIES OF
THE UNITED STATES OF AMERICA
AND IN
LONDON, ENGLAND, BERLIN, FRANKFORT,
MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, PORTLAND, OREGON

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is Press-Scimitar

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Mich. Ave., Chicago; Cleveland, Detroit, San Francisco, Los Angeles, Seattle, Portland

materially in modern decoration. Why should a room, furnished in delicate pastel tones, have window shades of dark green or sickly white?

The salesman told me that it was almost unbelievable the amount of new interest the idea was creating. It was the same everywhere. Dealers who had been known as "stingy buyers" in the past, now bought prodigally. Selling difficulties were decreased 50 per cent.

You occasionally hear it said that "selling is a lost art." Well, I really think it is in the case of men who must represent slow-moving concerns that believe a good product need never change. Business isn't done in that way today, and articles are not purchased by the public in any such mood or manner.

I had occasion to talk with a number of salesmen for refrigerator houses just about the time the Alaska concern brought out its new idea of a little "window" through which could be seen the cork-wall insulation.

It caused consternation among the salesmen whose products did not possess any sort of advertising or selling novelty. They could tell, in advance, the effect that idea would have. It meant little in the manufacturing end but it was of tremendous advantage to the salesmen on the road and to the dealer, in talking with a prospect.

It is just such schemes as this that revive the fine art of selling, because they inspire a man, fire him with new ambitions, hopes and perspectives. He gets pretty weary of the same old line of chatter, year after year. And he knows it is as tame for the ears of the dealer as it is for his own.

F. P. Nelson with Capehart-Carey

F. P. Nelson, formerly with the *Chicago Tribune*, has joined the Chicago office of the Capehart-Carey Corporation, advertising agency.

"The Radio Record" Sold

The Radio Record, Minneapolis, has been sold to H. H. Cory, secretary of the Northwest Radio Trade Association, also of Minneapolis.

Agrees with Mr. Bixby's Analysis of Aviation Industry

LUDINGTON PHILADELPHIA FLYING SERVICE, INC.

PHILADELPHIA, JULY 21, 1927.

Editor of PRINTERS' INK:

It was a great pleasure to read Mr. Bixby's article in *PRINTERS' INK* of July 14, about the present and future needs of the aviation industry especially as to their selling problems.

I thoroughly agree with Mr. Bixby in everything that he says and I think his article covers the case most completely. The conditions he describes are exactly those we have met within the last few months, a greatly increased number of students and a demand for airplanes which has put the manufacturer far behind schedule.

LUDINGTON PHILADELPHIA FLYING

SERVICE, INC.

R. S. SALTERS' JR.,
Vice-President.

G. R. Kinney Company Reports Sales

The G. R. Kinney Company, Inc., and subsidiaries, New York, shoes, reports sales of \$8,230,442 for the first six months of 1927, compared with \$8,683,068 for the first half of 1926. The net income, after charges, was \$277,690 against \$226,530 for the corresponding six months of 1926.

M. L. Fawcett with Florida Real Estate Development

Marshall L. Fawcett, formerly with Tampa Beach, Inc., Tampa Beach, Fla., has been appointed general sales manager of Venice, Fla., which is being developed by the Brotherhood of Locomotive Engineers. He was at one time president of Emerson, Forman and Fawcett, Inc., New York.

A. W. Gauer Joins Haynes & Kinder

Arthur W. Gauer, recently with the Munro & Harford Company, New York, has joined Haynes & Kinder, Chicago, advertising display material, to cover the New England territory. He was at one time with Landers, Frary & Clark, New Britain, Conn.

Chemical Account for Henry P. Boyton

The Euclid Chemical Company, Cleveland, has appointed the Henry P. Boyton Advertising Agency, also of Cleveland, to direct its advertising account.

Join Doremus & Company

E. W. Buckalew and James de Pauli have been added to the staff of the San Francisco office of Doremus & Company, advertising agency.



Good Tools

Poor tools are an aggravation—good tools an inspiration to the craftsman.

When printing of any description is turned into the Goldmann plant it is turned out by means of the highest type of time and labor-saving mechanism every step of the way.

Thus the mental and physical energy of Goldmann craftsmen is conserved and their skill, enthusiasm and morale are sustained at high pitch.

Shrewd buyers count this a big factor in obtaining the utmost value in both quantity and quality printing.

Isaac Goldmann Company
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
WORTH 9430



Art subject from a distinctive OFFSET folder, entitled "Now and Then (1869)", courtesy of Bogg and Buhl, Inc., Pittsburgh, Pa.

Now and Then

DO your direct mail pieces hit their mark only now and then? Have certain dealer pieces been so outstanding that you find it difficult to duplicate their success? If so, produce more of your work by OFFSET Lithography. Try phantoms, postery treatments, sharp silhouettes against indefinite backgrounds, and some other possibilities of this distinctive process—some of these possibilities will help you solve your problems.

Call in An Offset Salesman

He can help you interpret your ideas in a way which turns prospects into customers. Simply phone any lithographer operating OFFSET presses.

*Published in the interests of
More Effective Advertising by the
HARRIS-SE YBOLD- POTTER
Company, Cleveland, manufac-
turers of—*

HARRIS
offset  presses

The POTTER
rotary offset

Produced on a HARRIS Offset Press.



Charles Daniel Frey Company *Advertising*

30
North Michigan Avenue
Chicago, Illinois



CLIENTS

Crane Co.
S. Karpen & Bros.
The Atlas Portland Cement Company
United States Radiator Corporation
Wilson Brothers
Moline Implement Company

MAGAZINE
NEWSPAPER
OUTDOOR
DIRECT MAIL

What about the Buying Power of the Farmer?

Farm Income Report More Encouraging Than It Seems at First Glance
—Short Crops Indicated and This Would Mean Better Prices

*Washington Bureau
of Printers' Inc.*

AN estimate of the agricultural income by the Bureau of Agricultural Economics, released for publication last week, appears to conflict sharply with the widespread belief that the condition of the farmer is improving. According to the statement, the gross agricultural income is estimated at \$12,080,000,000 for the crop year July, 1926, to June, 1927, compared with \$12,670,000,000 the preceding year, a decrease of about 5 per cent. Net income, after deducting expenses, is estimated at \$2,440,000,000 last year, against \$3,082,000,000 the preceding year, a decrease of about 20 per cent. Expenses of production decreased only 2 per cent.

The apparently wide variation between the indication of these figures and many optimistic reports of present conditions, is probably due to the basing of present estimates on market prices. In discussing the report, an official of the Department of Agriculture said that there is no doubt that farm markets are on the up-grade; but he pointed out that this may mean very little to the farmer, for the simple reason that the products now being sold in the markets left the hands of the farmers long ago. However, this official pointed out that from present indications, it is probable that during the fiscal year 1927-28 a great deal of profitable business will be done in the farm field by those manufacturers who study the markets.

In the first place, the estimates of the statement are for crops very largely harvested and marketed last fall. This means that the farmer's part of the estimated amounts reached his hands more than six months ago, in most instances, and that it will have only an indirect bearing on his purchasing power

during the present fiscal year. Therefore, the farmer's purchasing power for this year will depend almost entirely upon the crops he harvests this fall and the prices he gets for them.

At 3:00 p. m., on July 11, the crop reporting board of the Department of Agriculture reported, as of July 1, "While it is still too early to forecast accurately the production of late sown crops, the present outlook is for the shortest corn crop in twenty-six years; for a very short crop of fruits, for a material reduction in the production of tobacco; for about average production of potatoes, wheat, sugar beets, flax seed, and feed grains other than corn; for rather large crops of beans, peanuts, and sweet potatoes and for a record production of hay. Crop prospects are fairly good in the Western States, but very unpromising in the eastern part of the Corn Belt."

In regard to the area in crops, the same report states that this season shows a reduction of around seven million acres, or about 2 per cent, below the acreage in crops at this time last year. Most of the reduction has occurred in the flooded sections of the Mississippi Valley, in the lower Ohio Valley and the Central Corn Belt States where wet weather interfered with planting, in the Southwest where drought caused a heavy loss of winter wheat and restricted the planting of spring-sown crops, and in the Southeast where the cotton situation has tended to curtail farm operations.

PRICES ON UP-GRADE

All of this unmistakably indicates a rather marked curtailment of crop production. Just how far the advanced prices will make up for crop shortage in the farmer's income cannot be estimated with any degree of accuracy. Prices generally are on the up-grade, and

lower production indicates still higher prices at the time the crops are harvested. Despite the general condition, there is no doubt that certain parts of the country will produce far above the average. This means that the exceptionally productive areas will be highly prosperous.

Although no late figures are available, it is known that the trend of population is still from the farms to the cities. It is supposed that the recent floods will accelerate, rather than diminish, this shift of population. Hence, while the return from farm crops this year may not be any larger than they were last year, the individual income of the farmer may be larger.

It is still too early to predict with any degree of certainty the production of any major crop, or the production of crops for any one State or locality; but the estimates of the Department of Agriculture over a period of years strongly indicate that the estimates for the country as a whole are fairly reliable. Hence it is a mistake to take the figures of last year's production, and estimate the farmer's future income on the basis of present prices.

The present condition of curtailed crops and higher prices probably means that a steady improvement in the farm field may be expected. At any rate, the indications are that it would be a mistake for manufacturers to neglect the farm markets during the coming season. The present indications are that throughout the country generally the farmer will be more responsive to advertising than he has been for several years, and that in certain sections, the location and extent of which are yet to be determined, he will be a much better customer of the manufacturer than he has been for some time.

Advertising Counsellors, Inc. Add to Staff

Howard A. Morris and William F. Huntington have joined the staff of Advertising Counsellors, Inc., Philadelphia. Mr. Morris was formerly with Barron G. Collier, Inc., New York.

An Aviation Business on "Sales Problems of Aviation"

DR. MUTH AMERICAN AIRCRAFT CORP.
NEW YORK, JULY 20, 1927.

Editor of PRINTERS' INK:

"The Sales Problems of Aviation" in the July 14 issue, based on an interview with Mr. Bixby, is very interesting indeed.

He is one of the few men who should have full support from everybody interested in aviation. He not only uses vision, but common sense concerning the technical details of the future planes necessary for this country.

I would like to make my own suggestions, having been in this game for almost fifteen years, eleven of which I had experience in Europe.

For the next few years there will be no such things for practical commercial aviation as amphibians. This may be all right for military purposes and few passenger-carrying sport planes as smaller type sea and land plane combinations, but large sea planes with multi-motors and multi-wing arrangements will be the solution for the big commercial business in aviation. For domestic use inside the United States the land plane will play a big part and will be for the next five to ten years limited to one-third or maximum one-half size of the sea plane which we will have within the next eighteen months.

In the near future I also see companies organized similar to taxi companies operating small air taxi planes in all parts of the country, in proportion as the manufacturers improve their motors. The sales problems of the manufacturer should in my estimation be handled by himself and the advertising agent. The passenger air transport corporation should have full support from all the chambers of commerce throughout the world. The traveling bureaus and ticket companies of course will also play a prominent part in that passenger service and there will come up hundreds of trade possibilities with national and international air traffic.

Nearly everything mentioned by Mr. Bixby in connection with the aviation industry covers the wonderful and tremendous future business for the United States.

DR. MUTH AMERICAN AIRCRAFT CORP.
ARMIN DE MUTH,
President.

Federal Trade Ruling on Woven Furniture Issued

As a result of a conference held by the Federal Trade Commission and representatives of the woven furniture and baby carriage industry, a code of practice, dealing with the advertising and sale of these products, has been issued by the Commission. Among those represented at the conference were the Heywood-Wakefield Company, Boston, S. Karpen & Brothers, Chicago, and the National Retail Furniture Association.



Fine printing by one of America's oldest banks

THE First National Bank of Boston, one of the oldest financial institutions in America, published in 1925 an interesting series of advertisements tracing the course of the bank's history. These advertisements were notable for their fine typography and illustrations.

They caused such favorable comment that the bank used reprints of them as a series of mailing pieces. The reprints were made on Warren's Thintext, because this paper insures the finest printing re-

sults, yet is so light in weight that it keeps mailing costs at a minimum.

In addition, Thintext folds smoothly, binds well, lies perfectly flat, and is sufficiently opaque so that printing on one side does not interfere with printing on the other. Send for our free booklet, "Making it Easy to Plan Printing on Warren's Thintext," and see for yourself how profitably Thintext can be used to obtain beautiful printing effects. S. D. Warren Company, 101 Milk Street, Boston, Mass.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

The Chain Store Tries to Sell Itself to Manufacturers

An Executive of an Important Chain and of an Association of Chains Summarizes the Case

By D. C. Keller

President, The Dow Drug Co., Cincinnati, and President, Associated Chain Drug Stores, New York

ACERTAIN manufacturer recently conducted two intensive sales campaigns as experiments in two cities of about equal size. In the first he worked with 165 dealers whom he supplied through jobbers. He spent \$4,000 on this campaign and he made net sales of 1,400 packages.

He then offered exactly the same deal in the other city, this time working through a chain system of about twelve stores. On this second campaign he spent less than \$1,000, but his net sales rose to more than 5,000 packages!

This manufacturer is now introducing his merchandise exclusively through chain stores wherever possible, and his experience with chain organizations is a sample of what other manufacturers might experience if they knew what distributive facilities these groups have to offer and if they fully appreciated the part chains play in the business of merchandising.

This article is a brief presentation of what the chain store does to help solve the problem of getting goods from factory to consumer. With no intent to reflect unpleasantly upon any feature of commodity production and distribution, it is sought to discuss certain conditions temperately and fairly and to express certain conclusions frankly, with the aim of benefiting both retailer and manufacturer.

As president of the Associated Chain Drug Stores, which consists of about thirty large chain groups and which represents a retail sales volume a little short of \$100,000,000 a year, I am authorized to speak definitely for my organization, which is close and compact.

I have no intention of denying to the jobber, nor in fact to anyone, his proper place in the sun, nor do I fail to comprehend his importance in our plan of commodity distribution. But he has only his place. He has no monopoly of the sunshine. Nor does his equipment, his opportunities or his operation enable him to perform for the manufacturer the service which the large retailer—the volume buyer—is able to render. The wholesaler may fill the retailer's shelves *once*, but unless this stock is sold by the retailer the process stops.

On the other hand, large retailers by reason of experience, opportunity, ability and resources are capable of greatest accomplishment in the direction of selling, and more and more are manufacturers coming to realize that the fullest degree of co-operation with the larger retailer—so readily and inexpensively obtained—offers the most satisfactory and permanent distributive results.

JOCKER CAN'T SERVE CHAINS

It is a fact that the jobber as he is organized today is unable to serve the chain store, because of a complete failure of equipment and because his stock does not sufficiently coincide in character or extent with that of the chain-store operator who, not infrequently but usually, carries a stock greater than that of his covetous jobbers. This of course entails an expense which (though I have not the figures at hand) no doubt approximates the jobber's cost of doing business.

An article in a recent issue of a radical trade journal asserted that chain drug stores passed on their discounts to their patrons



What chance has a flea against such an array of ammunition?



Good insecticide with killing power

Good looking containers



Sealed with a handy efficient closure like Kork-N-Seal



To clean, merely wash the bottle and pour water inside.

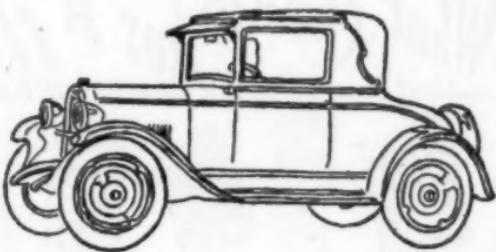
KORK-N-SEAL makes your insecticide easy to use. Easy to open and easy to reuse. There's no spillage when covering from the Kork-N-Seal closure.

Williams Sealing Corp., Chicago, Ill.

Williams
KORK-N-SEAL
FOR BOTTLES AND CANS

Asking a question of Mr. J. E. Grimm of the Chevrolet Motor Company

*Can you sell style on the farm,
Mr. Grimm?*



Are farm people as interested in good lines—beauty—in the car they buy, as city folks?

You've sold too many Chevrolets to the farm Mr. Grimm, not to know what a big, responsive market it is. So why not consider our section of the market for a minute?

There are a million well-to-do-homes where *Comfort* is read. 75% of *Comfort* subscribers own their own homes. The average size of these farms is 198 acres.

Comfort readers have money—spend it. They're buying new cars—turning in old ones—like other up and coming citizens. Some of them own Chevrolets. A lot more would own them if you got them headed, through some of your fine, provocative advertising, in that direction.

A million possible customers! . . *Comfort* has a very small duplication in circulation with other magazines.

Wouldn't you like us to tell you the whole story?

COMFORT—AUGUSTA, MAINE

THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES

JULIUS MATHEWS SPECIAL AGENCY
BOSTON • NEW YORK • DETROIT • CHICAGO

LAST FORMS CLOSE 15th OF SECOND MONTH PRECEDING DATE OF ISSUE

through cut prices and magnanimously suggested that the chain stores "ought to keep the discounts themselves." The chain stores can do neither of these things, for the reason that these discounts, smaller in volume than those of the jobbers, are used to provide for the chain itself what the jobber cannot provide—service. There is not a jobber in the country who can or would give to even a medium-size chain the service which it needs for success. Here is a case in point:

Recently a manufacturer "broke" an advertising campaign in a certain city without proper arrangement with the city's dominant chain drug store, though it had fixed everything with the jobber. The chain store, acting however on the principle of meeting its customers' demands, ordered from the jobber twenty gross. But the jobber confessed that he had only six dozen on hand! Naturally the manufacturer's advertising flopped.

Looking at the situation from another angle—the jobber manifestly cannot teach his dealers how to make proper, persistent and thoughtfully suggestive sales effort. He has no opportunity, and it never yet has been his business to train his dealers to proper retailing. This training is not included in the ten and five plus which apparently he earns when his traveling pencil and order pad have duly recorded the dealer's desire or have duly recorded the number of one-twelfths by which the retailer's normal shelf stock is short. But while the jobber does nothing along training lines, the chain store is developing intensive selling with extraordinary rapidity, for there is no one thing, no one feature, of drug store retailing that is so prolific of results for the store and for the manufacturer.

I would not have the manufacturer fail to recognize the importance of the jobber, nor would I take a shingle off the jobber's roof. But I would not have the manufacturer fail to recognize the great and tremendously growing importance of the chain-store or-

ganizations. Their influence and their serviceability to the manufacturer are so rapidly increasing and the future holds so much promise for great extension that the manufacturer is bound or will be bound to put the chain store first in order of importance in his plan of distribution. This is the natural trend, and all artificial schemes to thwart it, such as legislation, attacks upon the chain system, price maintenance, association effort and what not, are doomed to failure and will have proved to be costly experiments for the manufacturer.

An example of such an expensive experiment is the preferred jobber plan. A few concerns adopted this with a great fanfare of trumpets, a blast great enough to startle the poor chain stores into a fit. But the outcome has been that the preferred jobbers still are not getting chain-store orders. Why is the manufacturer losing the selling efforts of this vast group? Why should the manufacturer pass up what the jobber cannot gain? Why should he lose just to please the jobber?

I could go to great lengths in discussing the distribution opportunities which the chain stores offer, but I shall mention only one or two besides those already touched on.

IMPORTANCE OF WINDOW DISPLAYS

From the manufacturer's point of view, second in importance only to suggestive sales effort are window displays. Here the jobber can offer nothing and the average small retailer actually does offer little more. On the contrary the chain store is prepared to, and does under proper circumstances, render a most valuable service in this particular.

Many chain stores of modest size—not the really big stores at prominent centers—are able to show a net profit value of \$50 and more per day per window. This is not a guess, nor simply a figure, but it is a fully realized cashed-in value. Many windows show a higher profit; many a lower.

Now these windows and displays cost the chain money, first in construction and upkeep and next in

service cost. One chain that I know, not a large one, maintains twenty men in its display department. The movable window furniture will cost about \$1,500 for a modest store, and its life is very short. Art work, sign work and movable decorations cost a pretty penny more.

Furthermore, on the whole, chain drug store show windows are located at populous and busy centers. This means a great rent cost for the space. I know places where the rental value of one display window is more than the total rental value of ten or twenty entire stores I could name and more than the rental value of many jobbing houses.

Can the manufacturer obtain such window display service from the jobber—from even the preferred jobber? Can the manufacturer get it from the average small retailer?

Newspaper advertisements are about on a par with properly managed display windows as pullers of immediate retail sales. Most chain-store organizations, on top of offering window space, open to the service of manufacturers liberal quantities of newspaper advertising. In many, in fact in most, instances the entire expense of newspaper advertising is borne by the retailer, as is proved by the thousands of well-known items listed each day throughout the country. The Associated Drug Stores, for a concrete example, spend \$2,000,000 a year for local newspaper space.

Consider, too, interior or showcase displays. The chain store, on the whole, has superior fixtures, better signs, more stock, better made displays, and more attractively kept set-ups. This is a great aid to suggestive selling and a point well to be kept in mind by the manufacturer.

I might go on to discuss the chain's training of its sales force, its employment of sales directors, its development of a great good-will, its rapid turnover that insures freshness of stock and many other things.

In my judgment the relation between the manufacturer and re-

tailer would not seem to be clearly comprehended by either. Some manufacturers apparently think the retailer to be simply a "depot of distribution"—the arrogant outlook of the bigot who feels that he has the world by the tail. And some retailers look on the manufacturer as a reservoir to be tapped at will so that the retailer may function—a narrow view that leads nowhere.

The basis of operation which I should like to see is this: In every transaction between manufacturer and dealer each is a seller to and each is a buyer from the other. The manufacturer has for sale his merchandise, his craftsmanship, his experience, his cultivation of demand—which the retailer is to buy. But at the same time, in the same deal, the retailer has for sale distributive facilities which include his own skill and experience, his opportunity, his good-will and his ability really to induce consumption—which the manufacturer is to buy.

EACH NEEDS THE OTHER

Without the product of the other, the product of either is worthless, but when properly combined they gain abundant profit. This combining requires a large degree of co-operation, and co-operation is something we do not all understand. Actually it means "operating with," but many think it means merely "operating."

The co-operation that I mean refers not alone to the giving by the manufacturer of proper price discounts and conditions, but even more to the giving of information, sales helps, contacts, stimulative effort, cordial relations and a general interest in the retailer's prosperity and success. It means that the retailer in turn must assist the manufacturer by giving him those distributive facilities which include effort, ability and sincerity of purpose.

For example, a manufacturer of a nationally advertised product comes to my organization, says his product is known everywhere and offers it to me at 90 cents for resale at \$1. I say, "Fine. You have spent money to make a good



HIGHER and higher swells the tide of lineage in the San Francisco Call—past the half-way mark of 1927 with a volume that looks to new records!

In 1926 The Call gained 1,598,966 lines over 1925—the greatest increase of any newspaper in San Francisco, Los Angeles and Oakland. Today The Call leads all San Francisco newspapers in advertising of Department Stores, Food Products, Shoes and Women's Wear. Circulation 107,123, concentrated in the rich San Francisco and immediate suburban area.

Six Months Record TOTAL LINEAGE
San Francisco Evening Newspapers
 January 1 to June 30, 1927-26

	1927	1926	Gain or Loss
The CALL . . .	5,262,489	5,211,906	Gain 50,583
News	3,967,384	3,928,619	Gain 38,765
Bulletin	3,116,602	3,493,451	Loss 376,849

THE CALL
 San Francisco's
 Leading Evening
 Newspaper

CHARLES SOMMERS YOUNG
Publisher

Representatives

NEW YORK
 HERBERT W. MOLONEY
 602 Times Bldg.

CHICAGO
 JOHN H. LEDERER
 910 Hearst Bldg.

LOS ANGELES
 KARL J. SHULL
 Transportation Bldg.

product and to gain acceptance for it. I, too, have spent money to build up my chain organization and I have invested a million dollars in newspaper advertising. You have a product to sell me; I have a distribution service to sell you. So I think you should give me a better price than 90 cents. Don't you?" On this basis, with each of us realizing that the other has something very worth while to sell, we can co-operate fully for mutual profit.

In some cases, however, the manufacturer cannot see that the chain group has anything to offer. One nationally known product is placed with us on the basis of "you pay our price and we don't care how much you get for it or what you do with it." So we do no more with it than we have to. And if the manufacturer of this product should ever slip in his advertising or should ever stop to catch his breath, he'll find no distribution backing him. We owe him nothing; he owes us nothing.

But in other cases, such as Huds-nut or Gillette, the nationally advertised product creates a consumer acceptance which we supplement through our active promotion both in newspaper advertising and in intensive selling. These manufacturers, recognizing that our share of the distributing is worth paying for, are willing to co-operate. As a result, we distribute more razors and blades for Gillette than does any other type of outlet.

Summing up, the chain store claims the right to, and has the justification for, the extreme favor of the manufacturer—particularly of the manufacturer of nationally advertised goods—(1) because of the chain's great capabilities for merchandising co-operation. And (2) because the chain store through its progressive selling methods is making better and more modern outlets of the old line pharmacies and the individually owned drug stores. Also (3) because the chain store, through its wide distributive facilities, is offering the manufacturer services which no other agency can offer.

Consult Membership, Then Plan Convention Program

NATIONAL WHOLESALE GROCERS' ASSOCIATION OF THE UNITED STATES
NEW YORK, July 20, 1927.

Editor of PRINTERS' INK:

In the main we feel that you are entirely correct in your summary on page 177 of your July 14 issue, of the situation regarding conventions. The convention idea itself, particularly in a business such as ours, is fundamentally sound. Program committees, however, do sometimes fail to function and, unfortunately, in attending conventions there are many who are not disposed to take full advantage of the various fine opportunities a carefully planned convention offers.

We feel we have been reasonably successful with our conventions. Our policy includes many of your recommendations. The officers of the association arrange the programs after fully consulting the membership. We strive to make our subjects definite and insist that the speaker selected know his subject, not theoretically but from a practical standpoint. We avoid the orator type. Each speaker is assigned not only a definite subject, but a definite time on the program. Our speakers have usually been very generous in furnishing us with advance copies of their speeches. We, of course, do not censor the addressees of guest speakers. The time limit, the subject selected, as well as the selection of the speaker himself have uniformly made any editing of the manuscript unnecessary, if not inadvisable.

I wish also to make the point that every well-arranged convention program should provide for some spare time for the delegates, even to the extent of lengthening the convention period somewhat. The lobby discussions and personal talks between members are exceedingly valuable, and time allowed to promote such opportunities should certainly not be considered time wasted.

M. L. TOULME,
Secretary.

S. S. Kresge Income Gains

The net income of the S. S. Kresge Company, Detroit, 5 and 10-cent stores, for the six months ended June 30, 1927, was \$5,756,039, after charges, compared with \$5,063,476 for the corresponding period of 1926, and \$4,804,105 for the first half of 1925. For the second quarter of 1927, the net income was \$3,247,421 against \$2,508,618 in the preceding quarter and \$2,569,898 in the second quarter of 1926.

J. J. Stedem Advanced by Hertz Stations

Joseph J. Stedem, formerly advertising manager of the Pacific Coast Syndicate of the Hertz Drivurself Stations, has been made advertising manager of the Hertz Drivurself Stations for this country and Canada, with headquarters at Chicago.

Kay newest Kraft Cheese delicacy, is nationally advertised in
The Christian Science Monitor



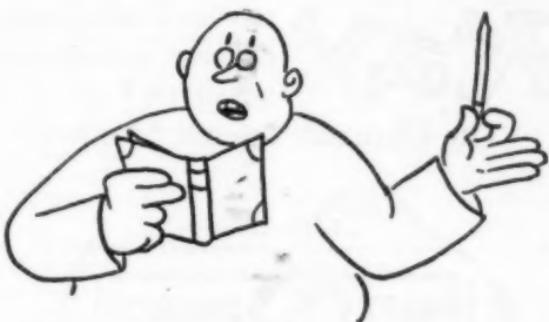
The dealer "tie-in" advertisement above is one of

169

which appeared in the Monitor, from 45 different cities, within less than three months after the national advertising began to appear.

A folder describing this free "tie-in" service will be sent on request.

THE
CHRISTIAN SCIENCE MONITOR
AN INTERNATIONAL DAILY NEWSPAPER
107 Falmouth Street, Boston, Mass.



Ellis Parker Butler

—has been reading about instruction manuals. He has learned all there is to know about gadgets and wiffets, about what to do before the doctor comes and how to act when the third vice president has become involved with the poppet valve. Having survived the ordeal Mr. Butler is going to write his own manual—all about the Butler pencil which, to quote him, "is not merely a machine but—". If you want to know how the average consumer reacts—yes, that is the word, reacts—to your instruction manual, read what Mr. Butler has to say in the August issue of

PRINTERS' INK MONTHLY

Club Idea Makes Direct Selling Easier

When Demonstration Can Be Clothed with Interest It Pays to Demonstrate before a Group of Prospects

AMORA PRODUCTS, INC.
NEW YORK

Editor of PRINTERS' INK:

We are wondering if you can give us any advice on the so-called Club Plan of merchandising directly to the consumer.

What we have in mind is the plan under which ladies give afternoon teas or luncheons and make direct sales.

We would be very glad to hear from you along these lines at your convenience.

AMORA PRODUCTS, INC.,
F. M. BOVLES,
President.

ABOUT the most pertinent advice that can be given an inquirer concerning the club plan of merchandising simmers down to this: As a selling method it is very much alive and apparently unusually well suited to present-day needs for meeting the competition of highly developed specialty salesmanship. Originally conceived as an aid to mail-order selling, the club idea has now become an essential plank in the platforms of several companies that go direct to the consumer through their own salesmen.

John D. Larkin, late head of the Larkin Company, Inc., Buffalo, is generally looked upon as the founder of the club merchandising idea, especially as it applies to mail-order. Some forty or forty-five years ago he caught a glimpse of the possibility of organizing the women of various communities into clubs and having them pool their orders for merchandise. One member designated as secretary looked after the order taking and received a commission for her efforts. The company stressed the premiums offered with orders totaling a certain amount, and these premiums became a lively stimulus to sales. Starting with soaps the business grew to take in a wide variety of merchandise. The club plan, an officer of the company tells *PRINTERS' INK*, is still in operation, a valuable auxiliary of mail-order selling.

Several years ago the Aluminum Company of America, selling direct to the consumer through agents, began to teach its men a variation of the Larkin club plan. Men who could cook or could be taught to cook were encouraged to prepare meals for groups of women, using the company's Wear-Ever aluminum utensils. This of course, opened the way to sales solicitation. Now many of the company's utensils are sold through dealers. Other utensils that require demonstration are still sold by the salesman direct to the consumer via the adapted club plan.

One company in the same field, relying entirely on consumer salesmen or agents and the club idea, has had a truly remarkable growth. This is the Club Aluminum Utensil Company, Chicago, which began business but four years ago.

For the year just closed gross sales were about \$5,500,000, and for 1927 a quota of \$15,000,000 has been set. This company sells a line of heavy, molded aluminum cooking utensils. Its sales argument is based almost entirely on the health appeal. It is possible, for example, to cook many foods in this company's utensils without the use of water.

THE SALESMAN ENTERTAINS

Salesmen are trained to call on a prospective purchaser and ask her to invite a group of her friends to a luncheon which the salesman will prepare. He agrees to furnish the foods. This gives him a chance to demonstrate his claims, and that opportunity is all that he wants. No prices are quoted at these demonstrations. No sales talk is attempted. However, the salesman makes use of the occasion to arrange appointments with the luncheon guests at which times he closes sales.

One inherent difficulty attached

to this method lies in getting women to keep their appointments. A salesman will arrive with his utensils and foods to put on a demonstration only to find that for some reason the demonstration can not be held. One company using this club plan insists that its men hold six demonstrations a week, that is, one each day. It finds, however, that three or four comes closer to the number actually staged. Once a salesman has succeeded in holding a demonstration in a residential neighborhood, the work becomes easier, for the reason that these luncheons become lively topics of conversation.

The salesman's commission in this method of selling necessarily runs high. He must be kept enthusiastic by contests, by bonuses and by being awarded minor titles for accomplishments. When his enthusiasm lags and he fails to demonstrate to groups of women regularly, his sales taper off. Regular sales meetings of the so-called inspirational type also seem to be necessary. The salesman must be told by his successful fellows how they have closed big orders, what methods they have found to be effective in arranging demonstrations and how they get prospects to buy the whole line instead of picking out one or two items. Young men who have worked in delicatessens, butcher shops and groceries, that is, young men who are in the habit of talking with women about their food and other household purchases, seem to develop into the best salesmen. Frequently points are awarded in contests or other recognition falls to salesmen who interest other men to become salesmen. Almost always sales respond most satisfactorily when salesmen work under close supervision. The Club Aluminum Utensil Company, for example, has twenty-six branches, although it has been in existence only four years. It insists that all its salesmen be constantly under the direction of district and division leaders.

One company with which PRINTERS' INK is familiar seems to be working its way out of former difficulties through the club mer-

chandising plan. It manufactures a line of food products with which it never seemed able to make much headway. Now its salesmen demonstrate these products at luncheons in the homes of prospects. Here again the emphasis is placed on getting sales of the entire line and the salesman strives to book orders in advance covering a whole year's time.

One weakness of direct selling where the manufacturer does not advertise is that his contact with purchasers is solely through his salesmen. One of the aluminum companies making use of the club merchandising idea exclusively is now preparing a campaign designed to make it easier for the salesmen to arrange demonstrations and to keep the prospect feeling friendly.—[Ed. PRINTERS' INK.]

Associated Business Paper Executives Meet at Toronto

The officers and executive committee of The Associated Business Papers, Inc., were guests of the Canadian members of the association at a meeting recently held at Toronto, Ont. G. D. Davis, manager of the Maclean publications, was chairman. F. M. Feiker, managing director of the Associated Business Papers, spoke about the various programs now being carried out by his organization to forward a better understanding among advertisers, agencies, associations, colleges and technical institutions, of the place and purpose of member publications.

Antiseptic Account for Corman Agency

The Sterling Chemical Corporation, New York, has appointed The Corman Company, Inc., New York advertising agency, to direct the advertising of Kem-O-Zone, an antiseptic. Newspapers will be used.

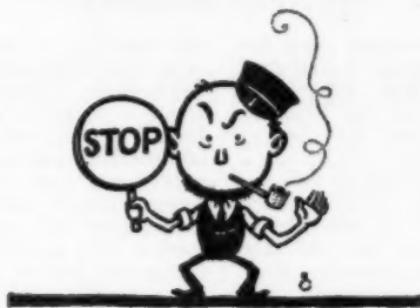
J. H. Scranton to Join Manternach Agency

J. H. Scranton, of the J. B. Williams Company, Glastonbury, Conn., soap manufacturer, has resigned to join The Manternach Company, Hartford, Conn., advertising agency. He will assume his new position September 1.

Forhan's Income Is Higher

The net income of the Forhan Company, Inc., and the Forhan Sales Company, New York, tooth paste, etc., was \$306,027, after charges for the first six months of 1927. This compares with \$217,118 for the corresponding period of 1926.

CRITERION SERVICE



Still Making Sales

Let's say the public is sold on your products. They still have to be reminded to actually buy.

Criterion Posters are the crossing watchmen that remind at the right time and place, and make action out of wishes. You can choose the neighborhoods you want to cover, anywhere, and Criterion Service concentrates your advertising in those neighborhoods without waste elsewhere. It is made-to-order.

On the other hand, if the product is new—what better way to make it known than posters 8 feet high by 4 feet wide, at eye-level, on busy corners of selected neighborhoods where *logical prospects* are known to live?

Send for This Portfolio

Even if only to be properly informed you should have it. It tells what Criterion Service is, so you can judge what it does—specifically applied to your selling. Maybe you will think of a new way to use the medium; maybe we can suggest one. It can be made to fit any territory, any sales plan.

GRAYBAR BUILDING NEW YORK



Study Emphasis in Advertising Copy

The Man Who Writes Selling Literature May Learn Something from the Elocutionist

By Amos Bradbury

HERE is a summer camp for small boys about a half-mile above my log cabin. There are some thirty-five of the browned little rascals up there now, and at eleven o'clock they repair in a body to an old swimming hole below a white bridge which spans the friendliest of smooth-flowing rivers. The other day one boy, who seemed to be somewhat of an elocutionist, was amusing the rest—except one boy—with an ancient rhyme. Hundreds of times I had heard it, but never appreciated its full meaning before. This was the rhyme:

Georgie Porgie, pudding and pie,
Kissed the girls and made them cry.
When the boys came out to play
Georgie Porgie ran away.

The one little boy who didn't enjoy it at all was obviously named George. But what impressed me was the way the chanter emphasized the word "boys." It gave Georgie Porgie a definite and rather disagreeable personality. He was obviously afraid of boys—a sissy. The old rhyme wasn't meaningless doggerel, it was a satiric exposure. All because of proper emphasis.

Try it yourself, first doing the third line in sing-song with no stress on any one word, then putting the loud pedal emphasis on "boys," and you have an important principle in short story, essay or advertising copy writing. So much of it is written in sing-song because of careless placement of the word to be emphasized in the sentence.

There are, happily, copy writers who have seized upon this habit of proper emphasis by skilful placement, and are thus improving each bit of copy they touch. Ever since I heard a hackneyed bit of doggerel made meaningful by this simple fact, I have been looking

for examples of the elocutionist's art in the copy man's job and have found many. There is, for example, a delightful bit of copy for Lady Pepperell's bed-linen which in adventurous manner describes the unfortunate experience of Gwendolyn Pillings, back from Paris, with a gruff and burly customs inspector. He tapped on trunk partitions and did all possible to detect smuggled goods. Gwendolyn's tears are described as positively "splashing the floors of the Customs House" in her attempt to convince him she is no smuggler. He discovers sheets, suspected to be from a Paris hotel. "I took them abroad with me," she insisted.

"They're American, I just can't sleep on any other kind." "A likely story," sneered the customs official. What he meant was "an unlikely story," and so it was. But there is sound truth behind it. Discriminating sleepers use Lady Pepperell linen and no other. And discriminating sleepers are irritable without them—abroad or at home."

I like there the place of emphasis in "likely story," the placement of Lady Pepperell, and the last four words with their neat tie up with the narrative. More effective by far than the usual method of writing "up to the slug."

The recent Arrow collar advertising for starched collars has emphasis because of careful placement. It leads up nicely to its conclusion. Starch and style are made synonymous by this trick of emphasis. Read it yourself:

The newspapers refer to those who occupy executive positions, merchants, clerks, and such as the Starched Collar Class.

They used to call them the upper class.

But now the mark of distinction is made by the collar in order to classify the higher-ups—the men who wear starched collars.

Because they know that starch is style and style is starch.

—and common sense.

The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.

Hanff-Metzger
Incorporated
Advertising
Organized 1912

Paramount Building, Broadway, 43rd and 44th Streets, New York

Two Points to Remember about Iowa

1

Besides leading the nation in income per farm, Iowa has an industrial production of \$800,000,000—a vital factor in putting Iowa among the first ten states in per capita income.

2

Advertisers who understand the Iowa situation know that the consumer market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IAWA DAILY PRESS ASSOCIATION

Davenport, Iowa



Up-to-date, accurate information on the Iowa market has been condensed into a 32-page book. If you do business in Iowa, you'll be interested in reading it. Free to interested executives on request.

Ames	Tribune	Fort Madison
Boone	News- Republican	Democrat
Burlington ...	Gazette	Iowa City
Burlington	Hawk-Eye	Press
Cedar Rapids	Gazette	Citizen
& Republican		
Centerville	Iowegian	Keokuk
& Citizen		Gate City
Council Bluffs	Nonpareil	Marshalltown
Davenport	Democrat	Times
	& Leader	Republican
Davenport	Times	Mason City
Dubuque	Telegraph- Herald and	Globe- Gazette & Times
	Times-Journal	Muscatine
Fort Dodge ..	Messen- ger & Chronicle	Journal
		Oelwein
		Register
		Oakaloosa
		Herald
		Ottumwa
		Courier
		Sioux City
		Journal
		Sioux City
		Tribune
		Washington
		Journal
		Waterloo
		Evening
		Courier
		Waterloo
		Tribune

And unless they wear starched collars
Like Arrows
They're socially de trop
And social background is a Twentieth Century essential to success.

There is, I think, in the following Elgin watch advertisement an excellent example of emphasis upon the intangible qualities which make a watch more than a mechanical thing. While it is easier to write of the sort of emphasis I heard at the old swimming hole than to find examples of it in copy writing, this Elgin advertisement has its thought-producing words placed where they belong in the sentence and in proper paragraph sequence. The result is a bit of copy out of the ordinary and interesting, first talking about sentiment, then bringing up the emotion of pride of ownership as follows:

A wonderful thing, indeed, is a watch that has been with you, and a part of you, daily for twenty years or more! With it you associate the fading pageant of fondly remembered yesterdays . . . the romance, the adventures, the triumphs of your life. But many others see it too, and with critical eyes, undulled by sentiment. The stranger or chance acquaintance regards that watch as he does the clothes you wear, the motor car you drive, the house in which you live . . . as an index to your business and social standing. Not a just appraisal, it is true, but a very common one. Can you afford to be so judged, and discounted, when a new and modern Elgin Watch may be had for so moderate a sum? It, too, will become, in your pocket or on your wrist, a truly treasured thing . . . worthy alike of your pride and your trust.

The recent George Frost Company advertising emphasizes a point to overcome the most disastrous bit of sales resistance in the garter business. For a mere man is more than likely to wear a pair of garters until they fall off like a snake's skin. The makers of Boston garters use the method of the elocutionist by startling the hearer with the unexpected. The husband's voice asks his wife where his garters are. The wife replies, "In the ash can where they belong." Then she tells him she has bought him a nice new pair of non-skid Boston garters which he will find in his top drawer.

W. G. Clark, Inc., of North At-

tleboro, who makes Clark lighters, adopts a humorous emphasis. It is a neat way of knocking competitors without being nasty about it:

What man of elegant manner extracts a package of matches from his pocket to light a fair one's smoke and embarrassingly discovers he is advertising pills, potions—and his own predicament!

Not one, of course! With an exquisite gesture the sophisticate flashes a Clark from his pocket and into flame instantly. It is the smoke-lighter of a man who chooses his appointments gaily but carefully. Others lighters may light. The Clark does.

During the last week I have talked to the copy chiefs of two important advertising agencies. Both of them tell me that their greatest difficulty in training a new man to write the kind of advertising copy they insist on, is to get him to place his main idea or most important word in proper sequence where it belongs. One says:

"Our old school-book definition of emphasis in writing, needs revision. I remember they used to tell me that I must read John Stuart Mills for proper emphasis and placement, which led to his cohesion in style. But the matter itself in this author was always so thought-compelling that it was difficult to watch his technique in acquiring that cohesion. There is more of it than ever before in advertising copy."

The other copy chief too, believes that proper placement can secure the emphasis which turns a trite and uninteresting sentence into an interesting and emphatic bit of writing. Here is one that he likes and which impresses me also as being an excellent example:

Have your hands discovered
Guest Ivory's new rounded shape—
Your face its gentleness—
Your purse its price?

There is something in that piece of copy, written for a car card, which lends a new note of emphasis and interest to a piece of soap.

In order to get emphasis it is not necessary to capitalize every fifth word and underline every seventh. The men who are writing car card and poster copy have been proving that in their successful endeavor to

get emphasis and attention value into brief, crisp sentences. The man who depends entirely on trick type effects, capitals or underlinings to get emphasis is like the salesman who, with little faith in his ability to convince by his words, keeps pounding the desk of his prospect in the hope of convincing him. Nor does emphasis depend on extravagance or violence of language. The good monologist doesn't shout or turn handsprings. The best sort of emphasis is the emphasis of proper arrangement of words and ideas. Questions always give more emphasis than bombastic claims or talk of "unparalleled profits" and "undreamed of possibilities of turnover."

Noise is always a poor substitute for thought. The Socratic method of leading questions is being used effectively today to give emphasis to much dealer copy in trade publications where high-sounding phrases, wild promises, much capitalizing and underlining of words were formerly the prevailing style.

There is no excuse for the modern copy writer to put a lot of claims together without thought of sequence or plan of emphasis, and a signature line at the end. There is an idea to stress. There are words which demand and deserve well-planned placement.

Emphasis can be acquired by the copy writer who will plan ahead, and no quality of advertising copy is of greater importance.

National Biscuit Profits Are Greater

The National Biscuit Company, New York, reports net profit after charges of \$4,324,317 for the second quarter of 1927. This compares with \$3,756,668 in the preceding quarter and \$4,089,413 in the second quarter of 1926. The net profit for the first six months of 1927, totaled \$8,080,985 against \$7,141,330 for the first six months of last year.

Erie Shovel and Bucyrus Company Merge

The Bucyrus Company, South Milwaukee, Wis., excavating machinery, and the Erie Steam Shovel Company, Erie, Pa., have been consolidated. The resulting organization will probably be known as the Bucyrus-Erie Company.

"Printers' Ink" Model Statute Is Law in Twenty-Three States

THE OHIO STATE UNIVERSITY
COLUMBUS, OHIO

Editor of PRINTERS' INK:

Can you give me the date of Ohio's adoption of the PRINTERS' INK Model Statute and reference to any articles which have appeared in PRINTERS' INK regarding the adoption of this statute in Ohio?

H. H. SHIVELY.

THE PRINTERS' INK Model Statute was proposed in 1911. The first State to adopt it was Ohio. The bill was signed by Governor Cox on February 26, 1913.

The latest State to join the ranks is Illinois, as related in another article in this issue of PRINTERS' INK. Governor Small of Illinois signed the bill last week which makes the Model Statute a part of the law of that commonwealth.

Today the PRINTERS' INK Model Statute is law in the following twenty-three States:

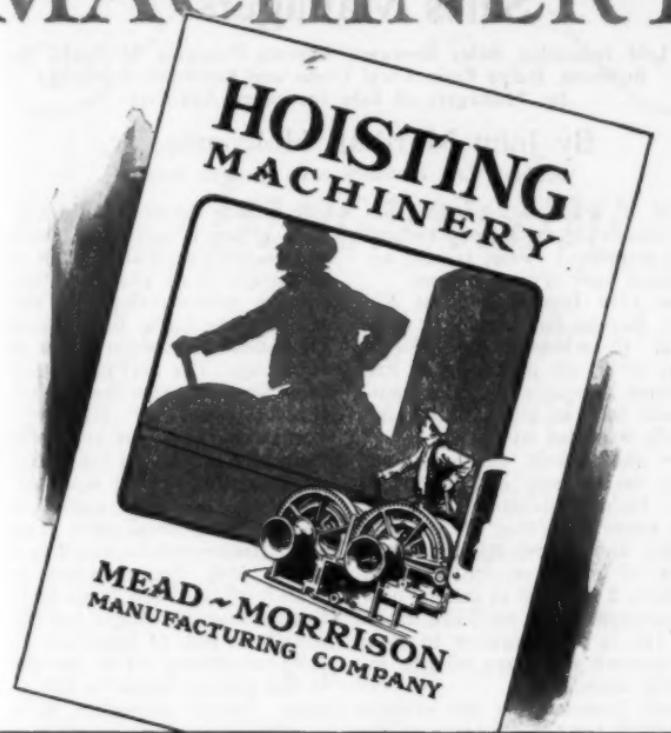
Colorado	Nevada
Idaho	New Jersey
Illinois	New York
Indiana	North Dakota
Iowa	Ohio
Kansas	Oklahoma
Kentucky	Oregon
Louisiana	Rhode Island
Michigan	Virginia
Minnesota	Washington
Missouri	Wyoming
Nebraska	

For those who desire to study in detail the history and progress that has been made under the PRINTERS' INK Model Statute for truth in advertising work, there is available a bibliography listing the articles upon this subject which have appeared in PRINTERS' INK since the statute was first introduced.—[Ed. PRINTERS' INK.

New Accounts for C. P. McDonald Agency

The Kolb Building Company, Inc., New York, sectional buildings, has appointed the C. P. McDonald Company, Inc., New York, advertising agency, to direct its advertising account. The Dover, Milburn, and Gramercy Park hotels, all of New York, have also placed their advertising accounts with this agency.

MACHINERY



A \$45,000 order for a new machine sold from the blueprints. That's what a national reputation brought to the Mead Morrison Mfg. Co. The first choice of road and building contractors, truckmen and utility operators is Mead-Morrison machinery. We have served this client for five years.

SMITH ENDICOTT COMPANY
A D V E R T I S I N G
141 Milk Street, Boston

(An Advertising Agency helping a small group)
(of clients to do a larger volume of business)

Can a Trade Association Train Sales Managers?

The Life Insurance Sales Research Bureau Prepares Manuals, Issues Bulletins, Helps Form Local Clubs and Conducts a School for Managers of Life Insurance Agencies

By John Marshall Holcombe, Jr.

Manager, Life Insurance Sales Research Bureau

CAN a trade association systematically train the personnel of its members? Few, if any, associations ever try to do this.

The Life Insurance Sales Research Bureau has been very successful in training the general agents or branch managers of life insurance companies in sales management and in other duties ordinarily expected of them.

For the benefit of businesses which desire help on this score from their association and for trade associations that are honestly looking and searching for ways to be of more service to their members, I am glad to outline here the progress that we have made thus far in our endeavor to train and instruct managers of life insurance agencies.

First, however, let me explain the reason for the existence of the Life Insurance Sales Research Bureau; its purpose, and its general method of operation.

It was formed in 1921 for the purpose of studying the sales problems of the life insurance business to the end that selling methods might be bettered and selling costs lowered. The fact that it had only one specific phase of the business, namely, *selling*, to concern itself with, in a certain sense, marks it as different from most associations. As a rule, as we all know, most trade associations are interested in all phases of the activities of the industries they represent.

The broad operations of the bureau are threefold. The first operation is to get sales information. The second is to study that material. The third is to disseminate it. We are continually going through such operations on all phases of life insurance selling.

Very early in the bureau's ca-

reer, it was decided that while we were at work gathering, studying and disseminating all manner of information on all phases of life insurance salesmanship, we should, at the same time, be working in great detail on one particular phase of selling. The first phase that we chose to study was the job of the general agent or manager—the man in charge of the local office.

For those who do not know the insurance business, a word of explanation on the work of a manager or general agent is necessary. In general, he might be compared with the manager of a branch office of any large business. Such a manager might not be, and usually is not, as important to the sales machinery of a business as is the general agent to life insurance. In life insurance, he holds a strategic selling position. He must usually pick, train and direct his own men. He is a sales manager and all-around business man. Perhaps the following statement on the three basic functions of an insurance agency will give a clear picture of the manager's responsibilities and will show the importance of this job.

First, the agency is the sales unit for "retailing" life insurance to the public. It occupies the middle position between the company and its customers.

Second, the agency is the collection unit for maintaining the insurance which has already been written. It is an important factor in the conservation of business.

Third, the agency is a service unit for carrying out the company's promises—settling claims, annuities, etc., and satisfying the customer with his bargain when the time comes for delivery.

Almost five years were passed in



Announcing

the election of the following officers and directors

H. C. MACDONALD
PRESIDENT

WILLIAM T. WALKER
VICE-PRESIDENT

E. A. WINCHESTER
SECRETARY

E. P. BAYNE
TREASURER

WALKER & CO.

OUTDOOR ADVERTISING

*Selling Representatives for POSTER,
PAINTED and ELECTRIC DISPLAYS
throughout the United States and Canada*

Flint

DETROIT

Saginaw





LOCALIZE *your* NATIONAL ADVERTISING WHERE BUYERS BUY

In the shops and stores of the city—
at the local sources of supply—the
final act of purchase turns your
national advertising into a profit.

By localizing your advertising
through the use of flashing, attention-gripping Federal Porcelain
Enamel Steel Electric Signs
—manufacturers can develop buying
action and dealers can "cash in"
on national publicity.

In no other way can the public be
so easily directed to the place to
buy or reminded of a desire to
purchase the product advertised.



Localizing national
advertising



Localizing national
advertising

FEDERAL
ELECTRIC COMPANY
8700 SOUTH STATE STREET
CHICAGO



study of the agency manager's job before we started our first classroom lecture. We did not, however, keep our educational plans in abeyance until we were ready to offer classroom instruction. On the contrary we were on the job disseminating the material we had collected.

The first means used for disseminating what we had to say was a manual, four volumes of which have been published. Those four volumes did not appear simultaneously. As soon as a volume was finished we sent it out and went to work on the next. That manual not only explained the manager's job but it also informed the manager of what we had done with the information he had given us; created a greater interest in our work and caused the inflow of more material. We did not intend that the manual should attempt to pose as the last word and as an all inclusive work of the agency manager's job. It was written as a hand-book and guide on sound fundamental practices.

Some idea of its scope and of the type of information it presented may be had from a glance at the table of contents:

- (1) An Explanation of How Material for Manual Was Secured.
- (2) Finding Prospective Agents.
- (3) Selecting Agents.
- (4) Describing the Job to Prospective Agents.
- (5) Some Guides in Recruiting Agents.
- (6) The Importance of Training.
- (7) Types of Training.
- (8) Pre-Employment Training.
- (9) Initiating New Agents.
- (10) Field Training.
- (11) Particular Points in Field Training.
- (12) Assembling the Team.
- (13) Handling the Agents Individually.
- (14) Handling the Agents as a Team.
- (15) Securing an Agency.
- (16) The Manager's Viewpoint.
- (17) Manager's Ideas about Improving Themselves.
- (18) The Manager—a Planner.
- (19) One Manager's Goal.
- (20) The Manager—a Leader.

After we had issued the first volume of this manual the flow of additional material so greatly increased and our knowledge of the many different phases of the whole subject had grown to such an extent that we decided to issue every

three months a printed bulletin which we called the "Manager's Magazine." In it managers talk to other managers through the printed page and we tell all that we can gather on agency management and operation.

The information given in this publication and in our manual, no matter how valuable it might be, we realized could be made more valuable if, in addition to being read by managers, it could be discussed by them in groups and if it could be interpreted and analyzed for them.

MANAGERS' CLUBS

It was with this thought in mind that we took two more steps. The first of these was to encourage the formation of local managers' clubs. In such clubs, the bureau saw an excellent medium for dissemination of the material it had gathered, as well as one that would encourage the free exchange of information. Such clubs, we realized, could not be forced into existence. The desire for them must arise in the minds of managers. All that the bureau could do was to preach their advantages and to show those who wanted a club how to organize and create one.

The "school idea" was first tried out this year. We do not try to bring the managers to a school located at a point picked for our convenience. We choose the location with the managers in mind. The first school was held at Chicago. It lasted for four days and was attended by fifty-two men from twenty-nine different companies. We had two sessions a day; the morning session lasting three hours; and the afternoon, two hours. All of the essential problems of the manager's job were covered not only by representatives of the bureau but by insurance company managers picked because of their knowledge of the subjects assigned them. On the mornings of the second, third and fourth days, there were reviews and examinations on the lectures of the preceding day.

The "school room" plan very definitely appealed to the managers who attended the classes. The

method has proved to be sound not only from the standpoint of giving the bureau an opportunity to present logically and helpfully the basic information it has uncovered and compiled, but also from the standpoint of selling the managers on making an even greater use of the facilities of the bureau.

We believe that thus far our endeavors have clearly shown that it is possible and practicable for a trade association to undertake successfully the job of training the personnel of the industry that it serves. Whether or not the idea is practical in other fields of business endeavor I am not prepared to say. It would seem, however, from our experience, that it is a subject worth much study by other industries.

Insignia as Trade-Marks

PACIFIC RAILWAYS ADVERTISING
COMPANY

SAN FRANCISCO, CALIF.

Editor of PRINTERS' INK:

A client of ours, a drug manufacturer, wishes to design a trade-mark, using the caduceus symbol as a part of it. We know that this symbol is used by the Army Medical Corps, but not to our knowledge has it been used commercially. It is this point that we wish to check up.

Do your records show that this symbol has or is being used by anyone in the drug line? If so, where can we get copies of such trade-marks so that we can see how other firms have used it?

PACIFIC RAILWAYS ADVERTISING
COMPANY.

IT is manifestly impossible for PRINTERS' INK to compile an adequate file or record of the registered and common-law trade-marks in use. However, the answer to this inquiry does not rely on prior use of the symbol mentioned, but on the registrability of the mark. The caduceus, in its modern application, is a design consisting of a wand and two serpents, and as such is the insignia of the Army Medical Corps. Hence, the proposed use mentioned by the inquirer is covered by that section of the "Rules Governing the Registration of Trade-Marks Under the Trade-Mark Acts,"

which reads, in part, as follows:

"No trade-mark will be registered . . . which consists of or comprises the flag or coat of arms or other insignia of the United States, or any simulation thereof, or of any State or municipality, or of any foreign nation, or which consists of or comprises any design or picture that has been adopted by any fraternal society as its emblem . . ."

From this ruling it is obvious that the caduceus is not registrable as a trade-mark, and we do not think it advisable for any manufacturer to adopt a mark that is not registrable. While no attempts have been made to register the caduceus as a trade-mark during late years, so far as we have been able to learn, the Patent Office recently refused to register the insignia of the Air Service of the U. S. Army and based its refusal on the ruling quoted. Incidentally, this ruling is based on the provisions of Section 5 of the Trade-Mark Act of February 20, 1905.

Even if it were possible to use the caduceus as a non-registrable trade-mark without conflict with the officials of the Army Medical Corps, it should be remembered that it would be difficult to establish the legal right to exclusive use. The mark could not be protected by litigation in any Federal court, nor in the court of any State whose trade-mark laws prohibit the registration of Government insignia.

But even after these apparent disqualifications, there appears to be another excellent reason why the caduceus would not make a good trade-mark. While the Encyclopaedia Britannica states that the caduceus of Hermes, which was given him by Apollo in exchange for the lyre, was a magic wand which exercised influence over the living and the dead, bestowed wealth and prosperity and turned everything it touched into gold, the same authority states that the caduceus was the staff used by the messengers of the gods, and especially by Hermes, as conductor of the souls of the dead to the world below.—[Ed. PRINTERS' INK.]



There are still around us a few remnants of the "Bally-hoo-Age" of Advertising.

But in the main manufacturers have learned the greater advantages of dealing with advertising organizations whose counsel and proposals are tempered always by sober judgment and experience.

OLSON and ENZINGER Inc.
Advertising

M I L W A U K E E

Advertising Is about to Be De-bunked

(Continued from page 6)

and advertised it. Your wheat sold for \$10 a bushel. The plain business man began to see some connection between advertising and staple products.

In Charles Austin Bates' agency there was another slender fellow with black hair and mustache. His name was Ben B. Hampton, who later started his own agency. Theodore Dreiser and Helen Woodward have both paid their respects to him, as assistant keeper of the snake. To my way of thinking, Ben Hampton came as near bringing about the wedding between plain business and advertising as any man of the time. He had the big tobacco "trust" advertising, and a young fellow named Louis K. Liggett was frequently seen around the Hampton agency on West Twenty-second Street, off Fifth Avenue, with his ideas for a syndicate of druggists, and Elmer Bliss with the Regal shoe, and others. The Hampton agency was, as Mrs. Woodward says, a place with a certain crazy note. That might well be, because the inspirational advertising man, the patent medicine and liver pill faker was sitting down with the plug tobacco salesman, and adapting his stuff to staple merchandise. And the plug tobacco salesman was learning how advertising is used on a bigger scale than tin signs and cigar-store chromos.

Advertising was still wonder stuff. It was guaranteed to perform miracles not possible with plain business methods.

Advertising is wonder stuff today. It still performs miracles of money-making. There are fortunes associated in the public mind with advertising. Some of them even belong to advertising men! It pays to advertise. Advertising has created new wealth. Wealth always interests the public, which first admires, and then wants to know. Sooner or later wealth is confronted with the blunt, "Where

did you get it?" In the days of great railroad and life insurance inquiries it was "regulation." With the "trusts" it was known as "muckraking." Just now, it is "debunking." Advertising will be debunked.

Look at the money! The advertising expenditure of this country today exceeds a billion dollars. A single automobile corporation spends five million. More than two million spent to whisper what your best friend will not tell you. A million and a half to exploit little cakes of yeast. One advertising man owns a whole county in Florida. One publication admits an advertising revenue of sixteen millions a year. And so on. The advertising men admit it. They boast about it.

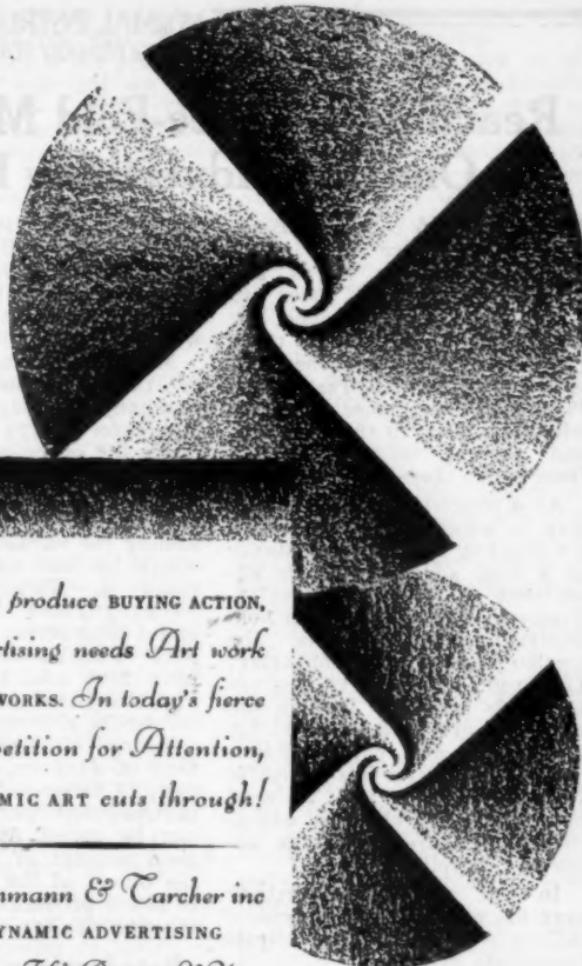
Who provides all this money—where does it come from? Who gets it—where does it go to?

These questions, the de-bunkers assert, are asked by Little Mister Common People.

And the de-bunkers have begun to answer them. When Little Mister Common People taxes the rich, who pays? He does—the taxes are passed on to him. If he gets cheap gasoline today, through some over-supply or price war, what will happen? Tomorrow he will buy dear gas. All expenses of business and Government are paid out of his pocket in the end, because there is nobody else to pay, and he knows it.

Well, advertising is like that, the de-bunkers assure him. As advertising men themselves, they are supposed to know. They show him these fortunes being taken from his pocket, and prove it by examples from their own experience, stories of how, by clever copy, the public was led to buy so many sets of books that it never read, and so forth. Little Mister Common People himself has been fooled into buying trick breakfast food at so much the ounce, when he could have bought just as many calories at 75 cents a bushel by taking the trouble to go down to the grain elevator.

During the war, Little Mister Common People heard a good



BERN
HARD

[NORMAL INSTRUCTOR
AND PRIMARY PLANS]

Reaching a Three-Fold Market at One Low Advertising Rate

NATIONAL advertisers, through space in *Normal Instructor-Primary Plans* are effecting immediate sales to three large groups at one low advertising rate. These three groups are: 180,000 teacher subscribers to *Normal Instructor-Primary Plans*; more than five million children in their charge; and several million families from which these children come.

As a concrete example of the way in which the three groups are reached we cite the instance of a food advertiser. His advertising in *Normal Instructor-Primary Plans* has three objectives: (1) To win the teacher herself as a consumer; (2) to get her to serve this advertiser's healthful food in the hot lunch prepared at school for the pupils; and (3) to induce her to recommend this healthful food to parents and to send home with the children educational literature which the advertiser supplies.

In this way the advertiser gets his message before several million consumers and effects immediate sales.

What Agency Men Say About Results

G. Lynn Summer remarks of his ten years experience with *Normal Instructor-Primary Plans*: "We found it so responsive in pulling power that it established itself as one of the regular publications which we could depend upon for results season after season."

L. E. Smith, space buyer of the Ruthrauff & Ryan Company, says: "Normal Instructor is a profitable medium, especially for an article that appeals to women of the better type."

Marcus Bernstein, President of the Bisberne Advertising Company, Chicago: "Normal Instructor pays out pretty much for every client we place in it."

H. B. LeQuatte, President of Churchill-Hall, Inc., in mentioning the various purposes for which he has used advertising space in *Normal Instructor-Primary Plans* says: "I have had a long series of experiences with merchandise which we have first sold to the teacher and then used her influence to sell to the children and homes."

George H. Read, Vice President of Johnson, Read & Company, Chicago: "It is our experience that *Normal Instructor* can be relied upon to give a good account of itself whether the object of the advertising is to sell a product direct by mail, through dealers, or agents."

Rate Increase Announced Order Space Now

Advertising rates of *Normal Instructor-Primary Plans* will increase August 20, to \$720 per page of 684 lines and \$1.20 per line for less than quarter page space. Orders may be placed before August 20, for space to be used as desired up to and including the issue of September, 1928, at present rates of \$600 per page and \$1.00 per line.

F. A. OWEN PUBLISHING COMPANY, Dansville, N. Y.

CHICAGO: 1018 So. Wabash Ave., C. E. Gardner, Advertising Manager
NEW YORK: 110 West 34th Street, George V. Rumage, Eastern Representative

deal about a wickedly wasteful system known as "cost plus." I do not know whether it has yet been pointed out to him that the advertising agent is a "cost plus" fellow. But when you think of the questions asked by business men about the commission basis of agency service, you can see Little Mister Common People being convinced that white is black. The more spent for advertising, the more the advertising man makes!

Assuming that there is to be an onslaught along these general lines —how shall it be met?

Well, certainly the leading questions are those of my friend Bob, the business counsel. He wants to know what advertising will do, to determine whether it shall be used or not for a given enterprise. If advertising men tell him what he wants to know, they will be able to answer any question put by Little Mister Common People at the prompting of the Devil's advocates. But to answer Bob, they must first find out themselves. There are enough facts about what advertising has done to reduce consumer prices, through increased production, to make a convincing article. But there is no body of data that would convince, say, a receiver appointed to continue a business.

WHAT RESEARCH SHOULD INCLUDE

In other lines of business, the last dozen years, the tendency has been toward pooling of information formerly regarded as confidential. In the professions, such information takes a more advanced form, and becomes standard graphs and tables, which can be used with exactness by the engineer who has so much material to move, or the chemist who is carrying a process from the beaker to the plant stage. But in advertising the word "research" has thus far meant chiefly hunting for those facts which will prove the merits of advertising generally, or the particular position of a given medium or agency. The engineer learns much from the investigation of the bridge that fell down. Any general research into advertising costs and results would take in the considerable

body of advertising failures that are constantly occurring.

Of course, advertising is regarded as intangible by advertising men, the results are often indirect, and spread over a long period of time. The manufacturer deals with concrete commodities. Advertising deals with the reactions of human beings to suggestions by words, pictures and colors.

"You see, my business is entirely different from any other business!"

If de-bunking makes it necessary to undertake broad research for the purpose of answering my friend Bob, the outcome should be beneficial to advertising as a business and a profession.

As a business, it is probably wasteful, and certainly coming under fire. If more data will effect savings in the making of electric lamps, it should effect savings in selling them through the printed word.

Professionally, the advertising man has had little standing.

A manufacturer plans selling so much more soap in a given territory next year. He sends for the advertising man, and tells him so. The thing is simple. He wants to achieve a certain result, and asks the advertising man to do the job, as a specialist. The advertising man makes his studies, plans the campaign, prepares the copy, and comes back.

"That is an attractive illustration," comments the manufacturer. "But it looks too advanced, too 'arty,' for the masses who buy our soap. Now, I like the layout of these pages, but you use too many long words—people won't understand that literary language. What papers are you using here in town? The *Evening Slob!* Good Godfrey! Why I wouldn't let my cook paper the pantry shelves with that sensational sheet!"

But suppose an engineer is directed to build a bridge, to carry stated traffic over a river. He too is asked to achieve a definite result, makes his study of the site, develops his design, figures his strains and quantities, and lays the blueprint before the

client. The following discussion does *not* take place:

"That center pier don't seem necessary," objects the client. "How much does it add to the cost? Well, take it out—that's too expensive, and it detracts from the general appearance."

"We wanted to get your reaction to that," says the engineer. "Under the increase of traffic the next five years, without that pier, the center span might buckle. But if you think it should be left out, we'll make the change."

"Now, what do you call these things—girders?" continues the client. "They look heavy to me. Wouldn't it be economy to use something lighter?"

"Why, the bridge will fall down if the strength is reduced there, but then we must make allowances for the human factor in engineering. Your criticisms are very helpful."

"Well, I admit I don't know anything about bridges," says the pleased client, "but I know what I like when I see it. And I'm a practical business man, with experience in running traffic over bridges."

Another brief conversation doesn't take place several days later:

"We've carried out those changes you suggested," announces the engineer. "They make the bridge unique in its lightness and airiness."

"What bridges are you talking about?" asks the client. "Oh, yeh—you were in here the other day, with some plans or something, huh? Well, that's all off. We ain't going to build a bridge, and we've let the job to another engineering concern."

Being de-bunked is no fun, yet it is a beneficial process in the end, judging by what happened to railroads, corporations and insurance companies.

The shortest and ugliest word for the de-bunk artist is "squealer." Or as we used it when kids, "tat-tat-tale." He gets what he wants by the simple expedient of threatening to tell mother, or the public, what we have been doing, and this threat, coupled with the way

he tells it, always has force. Does the public care? I think it cares just about as much as mother, who knows that boys will be boys. The public observed how badly those other interests were behaving when they were investigated and took out more life insurance, and got jobs with the "trusts" because they looked secure.

De-bunking may be the element needed to give advertising some professional standing.

A profession has some relation to the public. In advertising, thus far, the discussion has been chiefly between a party called the Advertiser, who had something to sell, and another party called by the none-too-sweet name of Advertising Agent, who undertook to help him sell it by suggestion. When they called in the scientist, it was usually the psychologist, who told them whether to do it in green or blue. If the public was curious at all, it has been told, "But just see how it lowers the price of things!"

I don't know—has it lowered the price of tooth-paste, chewing gum, bathtubs or safety razors? Maybe the public doesn't care, but my friend Bob wants to know, and in finding the answers to his questions, advertising will find the answers to the public.

If the public is interested.

As for the de-bunk artists, and their three-shell game for those who think they think:

Who remembers which "muckrakers" were running what sort of intellectually crooked "rig" when Theodore Roosevelt put that word in the dictionary with a new meaning?

If you remember, tell Bob.

New Advertising Business at Chicago

David H. Colcord, recently with Shields & Colcord, Inc., Chicago, has started an advertising business at Chicago under the name of David H. Colcord, Inc. He was formerly with the Reincke-Ellis Company, Chicago Advertising agency, and the Dartnell Corporation, of that city.

Rodney D. Schopps has joined the Ward-Schopps Company, Grand Rapids, Mich., printing.

Indiana Leads in Good Roads

Surfaced Mileage is 97.48 per cent of the total mileage in the State System.

With the completion of 376.7 miles of additional State road improvement, Indiana takes its place as the leader of all agricultural States in good roads.

Figures just issued by the Department of Agriculture show that of the total of 4,262.6 miles in the State system, 4,155.3 miles, or 97.48 per cent, are now improved roads. These figures take no account of the surfacing laid by the counties or other local government, except such work as has been done with federal aid.

In the entire Country, only three small Eastern States—Delaware, Maryland and Massachusetts—whose combined road mileage barely equals that of Indiana, have so nearly completed their road improvement programmes.

This is just another proof that "You can go anywhere in The Farmer's Guide territory on Good Roads."

That is another reason why it pays to advertise in The Farmer's Guide, with its 150,000 loyal homes into which it comes every week.

The Farmer's Guide

B. KIRK RANKIN
Publisher

WM. G. CAMPBELL
General Manager

Huntington, Indiana

JAMES M. RIDDLE COMPANY, Special Representative
Chicago New York Kansas City San Francisco

Iced Coffee, an Old Beverage, Becomes a New Product

Ohio Valley Coffee Company Uses Newspaper Advertising to Market Fad, Especially Blended for Making Iced Coffee

PEOPLE have been making iced coffee for years, restaurants have been serving it and almost everybody, at one time or another, has drunk it. Yet only a very few makers of coffee have used advertising to tell about their coffee being good for making iced coffee, nor has any particular brand of coffee been created and advertised for making iced coffee.

Does not this suggest other neglected advertising opportunities? There are any number of products as long-established in the habits of the consuming public as coffee. In the case of many such, consumers have probably discovered uses that are either unknown or have never been thought worth exploiting by the makers of the products. On the other hand, some manufacturers have done more than well and never cease in their efforts to find new uses, as the files of PRINTERS' INK will testify most eloquently—Three-In-One Oil, Minute Tapioca, Morton Salt, Knox Gelatine, Fleischmann's Yeast. To this list add the name of Fad coffee, "specially prepared for icing."

The Ohio Valley Coffee Company, of Portsmouth, Ohio, maker of Sorority and Big San coffees, is using newspapers in Ohio, Kentucky, Indiana and West Virginia to advertise Fad coffee for making iced coffee. Space varies in size. There are advertisements as large as five columns by fourteen inches and others four columns by eleven inches, and four columns by seven and a quarter inches.

In these advertisements, Iced

Fad is presented as something new. "Mark you," reads the copy, "Fad is new—not just another brand of coffee, but a masterpiece of the coffee maker, a delicate blending of carefully selected coffee flavors, the finest the world produces, specially blended and specially roasted

Proceed As Usual
In Preparing This New
Delicious Icing Coffee
FAD

Specially prepared for icing

Top is being to be used for iced coffee only. Do not use ordinary coffee.

Specially prepared for icing

Fad
COFFEE

STEEL CUT ROASTED COFFEE

DISTRIBUTED BY

ONE OF THE NEWSPAPER ADVERTISEMENTS FOR FAD WHICH IS "SPECIALY PREPARED FOR ICING"

to just the right crispness to give Fad its pleasing tang and satisfying, thirst-quenching savor."

According to Clem Switalski, president and general manager of the company, Fad coffee is just as good for hot coffee while being especially adapted for iced coffee. He says: "We believe that this is the first time that a roaster of coffees has ever attempted to market a particular brand of coffee from an 'iced coffee' standpoint. We have been in business about five years and have advertised Sorority and Big San coffees continuously in the newspapers, but this is the first time we have ever advertised Fad coffee."

"The advertising is now running in all the newspapers in the four States that we cover and the re-

Pacific Coast ADVERTISING AWARDS

EXHIBITS are a feature of annual conventions of the advertising clubs of the Pacific Coast. Competition in every classification is keen. Naturally, for here is a section whose very existence has been nurtured by advertising.

In the last five years six major awards have been made to Botsford-Constantine campaigns. These are:

- 1923—Zellerbach Trophy, "Best exhibit of clients' advertising."
- 1924—Rasmussen Trophy, "Best plan for community advertising."
- 1926—Blanchard, Nichols & Coleman Trophy, "Best advertising campaign appearing in magazines prepared by an advertising agency."
- 1926—Honolulu Trophy, "Best community advertising campaign."
- 1927—Schmidt Trophy, "Best campaign for a manufacturer."
- 1927—American Newspaper Publishers Association Trophy, "Best use of newspaper advertising."

We are justly proud of these awards, yet behind each is a story that may never be told; the years of close work with clients; the inspiration and help of the men whose vision and enthusiasm built up their organizations. To them we attribute the success of winning these trophies. Theirs is the achievement by which our endeavors are to be judged.

BOTSFORD-CONSTANTINE COMPANY
Advertising

PORLAND • SAN FRANCISCO • SEATTLE

 Member American Association of Advertising Agencies 
and National Outdoor Advertising Bureau

Which Advertising Agency

SHALL I CHOOSE



? ? ? ?

Here is a question which faces many a manufacturer with a good product and plenty of money.

Shall he get a list of fifty agencies and send out a two foot questionnaire full of searchingly inquisitive questions?

Shall he let it be noised about that he is thinking of advertising and expose himself to solicitation as he would to scarlet fever?

Or is it best for him to be a shrinkingly modest Cautious Clara, searching for just the agency he wants, like a diligent but dilatory caddy hunting for a lost golf ball?

There are as many ways of getting an agent as there are of getting a wife. Some are logical, some wasteful, some ridiculous. Read without fail *NINE LITTLE BOTTLES*, by Roy Dickinson, on page 31 of PRINTERS' INK MONTHLY for August. It discusses frankly, fully and good-humoredly a matter which needs much light shed on it. Don't miss it.



sults seem to justify our campaign. Of course, it is too early to tell what the volume will be, but the best thing about it was the ease with which we secured distribution. It would have been almost impossible to market a new brand of coffee, but it was a very simple way to secure distribution from the Iced Fad standpoint."

All of the advertisements emphasize the fact that it "costs you nothing extra to try Fad." "You're going to buy coffee anyway, so a trial can of Fad instead of your usual brand will cost you no more and one can will do double duty" is the way a note in one advertisement puts it. In addition each advertisement contains a recipe "How to Prepare and Serve Fad."

"Electric Light & Power" Sold

Ell C. Bennett and Marshall Haywood have purchased Winston, Inc., Chicago, publisher of *Electric Light and Power*, from Harry G. Winston and A. E. Gardiner. For the last four years Mr. Bennett has been editor and vice-president of the Winston company. Mr. Haywood is president of the Haywood Publishing Company, Lafayette, Ind.

A new company, the Bennett-Watts-Haywood Company, is now being incorporated to take over the business of Winston, Inc. Mr. Bennett will be president of the new organization; Frank E. Watts will be vice-president in charge of sales, and Mr. Haywood, secretary-treasurer.

A new monthly magazine, *The Electrical Dealer*, will be brought out by this company. It will have a type-page size of seven by ten inches.

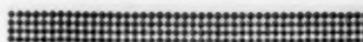
Philadelphia Agency Man Writes Novel

James Stuart Montgomery, of the Aitken-Kynett Company, Philadelphia, advertising agency, has written a novel entitled "Tall Men," which has been made the July choice of the Literary Guild of America, Inc. It is a story of the Civil War written from the viewpoint of an Englishman.

Charles Stark Heads Business Papers Committee

Charles Stark, president of the Pen-ton Publishing Company, Cleveland, has been appointed chairman of the general committee for the fall convention of the Associated Business Papers, Inc., to be held at Chicago in October.

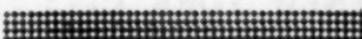
Harry Burbridge has joined the Jacqua Company, Grand Rapids, Mich., printing, as a member of the sales staff.



"A good advertisement of a good product will always pay in 'Punch'"

THOMAS RUSSELL

MARION JEAN LYON
Advertisement Manager, "PUNCH"
 80, FLEET STREET
 LONDON, E.C. 4, ENGL.



Good Copy

There are 7046 pages in the main part of the Century Dictionary, and about 2000 more in the supplement.

This totals about 315,000 words that anybody has a right to use.

Men who know, say that most Americans in daily business use less than 900 words.

If you want to reach a bigger crowd, pick an agent who makes the best use of the words the crowd uses, understands, and likes.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 MADISON AVE.
NEW YORK CITY**

A Bus Company Advertises the Opera

The East St. Louis & Suburban Railway Company Uses Newspapers and Direct Mail to Advertise Its Coaches Running to the Opera from the Suburbs of the City.

WITH a newspaper and direct-mail advertising campaign in connection with St. Louis' great summer attraction, the Municipal Opera, the East St. Louis & Suburban Railway Company is successfully operating a special opera motor coach service to the great open-door theater from several Illinois cities. In this way it is securing patrons for its motor coaches during the non-rush hours, when otherwise they would be idle in the garage. This service is unique in that the patron is not obliged to bother with seat reservations and anything incident to an evening's performance.

From Belleville, Alton and Highland—all in Illinois—these special opera coaches leave on certain nights each week for the St. Louis opera. The passengers, upon arriving at the opera, are given reserved seat tickets, and the coach waits at the opera to take them back to their homes.

A direct-mail campaign, aimed to reach prominent club women in Belleville, did much to increase the "opera party" business of the railway. Here is a letter which was sent to a number of prominent club women in Belleville:

Your name has been referred to us as one who would be interested in our special Blue Goose Opera Coach service which we are operating this season in connection with the Municipal Opera at St. Louis.

The enjoyment that the Municipal Opera afforded you and your friends in the past will be greatly enhanced this summer by availing yourself of this coach service. This is especially true when arranging those delightful opera parties. You merely telephone us as to the number in your party and we do the rest.

The Blue Goose Opera Coach leaves Belleville Square at 6:45 p.m. every Tuesday and Friday. It provides you with a luxurious ride directly to the

29½% Gain

August PRINTERS' INK MONTHLY carries 93½ pages of display advertising, a gain of 29½% over the same issue a year ago.

This is the eighth consecutive month in which PRINTERS' INK MONTHLY carried more display advertising than any other corresponding issue in the history of the publication.

Net-paid circulation is also at a new high-water mark. 17,349 net-paid circulation is shown on the latest A. B. C. report for six months ending June 30, 1927.

Built to meet the needs of advertisers, PRINTERS' INK MONTHLY is a good medium for publishers, advertising agents and others who wish to reach this important audience.

Printers' Ink Monthly

Let the Experts of the Great Premium Users Select Your Premiums

Not everything makes a successful premium.

But there are articles that do make successful premiums for every man, woman and child in the United States.

Those who have been at the head of the premium departments of the great premium users know what these successful premiums are.

They've used them and know by actual redemption records just how they pull business.

These premium experts are ready to give you their services and the benefit of their invaluable experience.

Their services may spell the difference between the success and failure of your own premium department.

It seems an unnecessary risk for a business concern to run to attempt to select a line of premiums when so much depends on the right selection and when those knowing the best ones to use stand ready to guide you aright.

These men make no charge for such services. They will even prepare and print your catalog and carry the premiums in stock and ship them for you as required, and for that their charge is much less than your own cost would be if you tried to do it yourself.

Concerns of standing in their own field are invited to acquaint themselves with this work which is done by

The
Premium Service Co., Inc.

9 West 18th Street
New York City

opera doors, where tickets have been reserved in advance by us. After the performance you will find the Blue Goose waiting to bring you home—truly a perfect evening! Yes, the city buses connect with the returning opera bus at the Square.

You will find the enclosed pamphlet helpful in planning opera parties for this season's brilliant productions. Decide now to attend every week either on a Tuesday or Friday evening and insure your party's success by going the convenient Blue Goose way.

The price, including your opera ticket and round-trip Blue Goose fare, will be \$2 per person. Reservations may be had by telephoning our office (2300) or the Belleville House and should be made before 4:30 p.m. on the day of attendance.

May we have the pleasure of serving you?

A block of tickets has been reserved for the entire season by the company, which insures a good seat for every opera coach patron. The price includes the round-trip fare and the opera ticket.

The company has received many comments on this service according to Norman J. Ulbright, advertising manager, and it feels that the good-will obtained, without considering the business thus gained, is well worth the efforts expended.

Postum Sales and Net Profit Increase

The Postum Company, Inc., New York, and subsidiaries, Post Toasties, Grape-Nuts, Jell-O, etc., report for the quarter ended June 30, 1927, sales of \$14,232,397, against \$12,718,478 for the corresponding quarter of 1926. Net profit amounted to \$3,405,250, against \$2,972,317 for the second quarter last year.

Sales for the six months ended June 30, totaled \$26,937,158, against \$24,170,366 for the corresponding six months of last year. Net profit amounted to \$6,750,384, against \$6,078,638.

With Precision Products Company

William Ingles has joined the Precision Products Company, Ann Arbor, Mich. He will direct the advertising and sales promotion work on its Arborphone. He was formerly with Radio Retailing, New York.

United Typothetae to Meet in September

The annual convention of the United Typothetae of America will be held at New York during the week of September 12.

Announcement

THE PUEBLO CHIEFTAIN

Pueblo, Colo.

*The Only Morning Newspaper in Pueblo
and Southern Colorado*

Member Associated Press, United Press and Audit Bureau of Circulations

G. G. WITHERS
Business Mgr.

GEO. H. SWEENEY
Publisher

J. W. PEARSON
National Adv. Mgr.

*announces the
appointment of*

WILLIAM J. MORTON COMPANY

ALLEN H. SEED, Jr.—*Vice-Pres. and Gen. Mgr.*

In Charge of its National
Advertising from August 1, 1927

200 Fifth Ave., New York

OFFICES AT

Wrigley Annex, Chicago



Worth Going After

SCHOOL begins in September. A good time to start your own selling campaign for the BILLION dollars a year which America's school teachers spend—and for the millions more, spent by the schools themselves.

Try a small campaign in this vast and highly susceptible field and you will be surprised at the profitable returns you will receive.

The State Teachers' Association Group of publications in the 37 key states will give you a guaranteed circulation of over a half-million teachers; one billing covers everything. A real marketing opportunity.

*Write for Data or
Individual Surveys*

SERVICE BUREAU

OF STATE TEACHERS ASSOCIATIONS, INC.

418 Shops Bldg., Des Moines, Ia.



Your Highest Quality Farm Market

Ranks Decisively First in:

.....Average Income per Farm

.....Number of Electrified Farms

.....Number of Motor Vehicles per Farm

.....Percentage of Increase in Farm Population

We will be happy to furnish the statistical evidence of this superiority.

This growing quality farm market is dominantly served by a Farm Paper that has for over 56 years been consistently sold to Farmers in the same way you sell your goods,—on merit,—no premiums, clubs or forcing methods.

California and Nevada are having another prosperous farm year,—see Brookmire July map—Farmers are buying as usual.

PACIFIC RURAL PRESS
With which has been consolidated the
CALIFORNIA FARMER

San Francisco—CALIF—Los Angeles



FARM PAPER SUMMARY
FOR JUNE

COMMERCIAL ADVERTISING
LINEAGE

(Exclusive of house, livestock and
classified advertising)

MONTHLIES

	1926	1927
	Lines	Lines
Country Gentleman	59,554	51,449
Successful Farming	18,028	17,920
California Citrograph	15,640	13,485
Capper's Farmer	11,130	12,346
Farm Journal	14,413	12,271
Farm & Fireside	9,973	10,974
Florida Grower	13,295	10,944
Farm Mechanics	11,160	8,180
Better Fruit	3,326	7,274
American Fruit Grower	7,473	6,174
The Dairy Farmer	9,931	5,853
Farm Life	5,639	4,417
Am. Produce Grower		4,220
American Farming	4,107	3,975
Power Farming	4,954	3,573
Pacific Homestead	3,871	3,188
Farmers' Home Journal	2,729	1,236

SEMI-MONTHLIES

	Lines	Lines
Dakota Farmer	22,572	23,580
Okl. Farmer-Stockman	21,010	22,840
Hoard's Dairyman	21,552	22,203
Missouri Ruralist	15,728	15,816
Montana Farmer	15,314	15,428
Farmstead Stock & Home	14,669	12,478
Breeder's Gazette	15,112	11,689
Mich. Business Farmer	7,868	11,054
Utah Farmer	12,560	16,829
Orange Judd Ill. Farmer	17,512	10,086
Southern Agriculturist	9,883	9,478
Western Farm Life	9,391	9,469
Southern Ruralist	11,009	9,374
Southern Planter	5,270	7,372
S. D. Farmer & Breeder	7,919	6,141
Missouri Farmer	3,372	5,035
Southern Cultivator & Farming	5,428	4,803
Modern Farming	3,843	4,691
Ark. Farmer & Homestead	3,072	3,617

WEEKLIES

(Four issues)

	Lines	Lines
Nebraska Farmer	27,388	30,844
Iowa Homestead	22,700	27,992
Kansas Farmer Mail & Breeze	23,075	27,368
Pacific Rural Press	29,299	27,263
The Farmer	31,583	25,542
Prairie Farmer	23,952	25,411
Farm & Ranch	19,254	23,736

Figures That Mean
Something!

October 1, 1921 - - 3,153

April 1, 1927 - - - 7,225

An average increase in net paid circulation of 722 per year for six and a half years—and for the last two years, an average of over 1,000 new subscribers annually.

The Daily Herald reaches in
Biloxi and Gulfport—

75% of all homes
83% of all the English-reading homes
96% of all the white homes

No premiums, no automobile contests or other
artificial circulation stimulants

A.B.C. A.P. N.E.A.

THE DAILY HERALD

Herald Building Herald Building
Gulfport Mississippi Biloxi



CHAIN STORE
AGE

93 Worth Street New York City

July 28, 1927

TRY COUNTING THE NEW ONES!

Magnificent Cathedrals
going up
Everywhere

A TREMENDOUSLY STRONG
and
WEALTHY ORGANIZATION
with
NUMEROUS BRANCHES
in EVERY
CITY AND TOWN
with
ONLY ONE MEDIUM
Absolutely Restricted
to the church buyer

Write for samples and information
concerning

The Church Trade Journal since 1899

The EXPOSITOR

710 Caxton Building
Cleveland, Ohio.

156 Fifth Ave. 37 S. Wabash
New York City Chicago, Ill.

There is a good deal
of practical informa-
tion about printing
technique which we
like to pass along to
our customers. We
find it helps them
develop new ideas
which can be turned
into profitable sales
through the use of
skillful printing.

The Stirling Press

"Intelligent Co-operation"

318 W. 39th St., New York City

	Lines	Lines
Oregon Farmer	17,707	†23,120
California Cultivator ..	29,180	22,966
Washington Farmer ...	18,995	†22,819
Wallaces' Farmer	22,463	22,642
Pennsylvania Farmer ..	18,771	22,096
Idaho Farmer	16,897	†22,007
Wisconsin Agriculturist. .	20,480	20,961
Michigan Farmer	20,045	20,311
Progressive Farmer &		
Farm Woman	18,302	19,010
The Farmer's Guide ..	21,966	18,938
Ohio Farmer	18,948	18,621
Wisconsin Farmer	14,985	†18,598
Rural New Yorker....	20,735	18,365
New England Homestead	21,347	17,498
American Agriculturist. .	11,290	13,192
Penn. Stockman &		
Farmer	10,992	12,244
Ohio Stockman & Farmer. .	11,361	10,939
Dairymen's League News	7,649	5,350
† Five issues.		

FARM NEWSPAPERS

(Four issues)

	Lines	Lines
Kansas City Weekly Star.†19,813	†19,003	
Dallas Semi-Weekly		
Farm News	11,271	10,273
Memphis Weekly Com- mical Appeal	†9,064	6,904
Atlanta Tri-Weekly Jour. .	16,971	5,717
Atlanta Tri-Weekly Con- stitution	†9,610	5,163
Kansas City Weekly Jour. .	11,487	†4,687
† Five issues.		

(Figures compiled by Advertising
Record Company.)

New Account to H. L. Stuart Agency

The Moonbeam Manufacturing Company, Cleveland, maker of traffic signal finders, has appointed the H. L. Stuart Company, Cleveland, advertising agency to direct its advertising account. Newspapers will be used.

International Salt Net Profit Gains

The International Salt Company, Scranton, Pa., and subsidiaries, report a net profit, after charges, of \$160,620 for the six months ended June 30. This compares with \$148,610 in the first half of 1926.

D. H. Howe Joins Standard Accident Insurance

Donald H. Howe, formerly with the Cadillac Motor Car Company, Detroit, has joined the advertising department of the Standard Accident Insurance Company, Detroit.

STARTING in SEPTEMBER

*A New and Greater Service to the
Live Stock Industry through*

THE MONTHLY BREEDER'S GAZETTE

The Breeder's Gazette has served the live stock leaders of America for nearly half a century. It is the established, accepted authority of the animal industry.

The new monthly Breeder's Gazette will have colored covers on heavy coated paper stock. It will be departmentalized to cover every important feature of the stock farmer's business.

In quality and general presentation it will equal each month the usual Holiday Number, long the feature issue of the year.

The new monthly magazine is built to the needs of its stock farmer readers. They will read it, save it and use it as a buying guide.

Twelve times a year it will furnish you your finest appeal to the American stockman and his family.

*Forms for the first issue of the new
Gazette—September—close August 10*

THE SANDERS PUBLISHING COMPANY 529 S. Franklin St., CHICAGO

SAMUEL R. GUARD, Editor

CHARLES L. BURLINGHAM, Publisher

Western Representative
STANDARD FARM PAPERS, INC.
Wallace C. Richardson, Gen. Mgr.
307 N. Michigan Ave., Chicago

Eastern Representative
WALLACE C. RICHARDSON, Inc.
250 Park Avenue
New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Renwell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVS COMPTON, Manager.

Atlanta Office: 704 Walton Building, GHO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor

ROBERT W. PALMER, Managing Editor

ROB DICKINSON, Associate Editor

ALBERT E. HAASE, Associate Editor

BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Howe
Thomas F. Walsh	James C. McGrath

H. W. Marks

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, JULY 28, 1927

**Analyzing
the New
Competition** Not many years ago, the rate of growth of population in the United States was so fast that a good sales volume on many of the necessities of life was comparatively easy to get. It was rather difficult for mills and factories and mines in many industries to fill all their orders when times were good throughout the entire country.

Then came the war, and producing facilities of many kinds were expanded to huge proportions. Large-scale production grew apace. And it has kept right on growing fast, with more and more additions of machines that increase the output per man of thousands of products—permitting higher wages to be paid to the men.

Today our growth in popula-

tion, curtailed by the immigration law and by a somewhat smaller average size of family, lags behind our steadily increasing rate of production. Consequently, the sales problem has been forced to the front.

Naturally, those producers who turn out necessities of life—items of clothing, food, and shelter—have been most successful in developing larger-scale production. But the consumption of these necessities, with a relatively slow-growing population, has not increased fast enough to take the enlarged production of them. Consequently, competition for sales among producers of necessities has been very strong, with a gradual tendency toward lower and lower prices for the final finished product.

But the main shift in competitive conditions since the war has been steadily in the direction of greater competition for sales among all those producers whose products and services are purchased by surplus funds available for luxuries and for the special conveniences and everyday comforts of life.

It is a shift from product to "want" competition. That is to say, it's not now so much a question of persuading consumers to buy one product rather than another in satisfying one want, as it is a problem of persuading consumers to satisfy one want rather than some other want. It is competition to arouse desire for, say electric refrigeration against desires for some other product or products, such as an improved kitchen cabinet or an electric stove or a vacation trip to Yellowstone Park.

This has led to much co-operative advertising on the part of producers that cater to one common need or desire. As for competition among producers of the actual necessities of life—they are co-operating more and more in ways designed to keep the total current volume of production down within gunshot of the current rate of consumption in a heroic effort to avoid disastrous price competition.

The "Intelligentsia" Market

Every manufacturer is quite naturally interested in the habits of thought, the buying methods, manners, customs and speech of his customers. These things have an important influence on what he shall make, how to sell it and what to say about it in print.

The wage-earners have become a most important market. Manufacturers and advertising agencies study the habits of thought of factory employees, farmers, children, young people and of ordinary citizens of uncertain age.

They have for some time been frankly puzzled about one segment of the market; the intelligentsia or self-styled "civilized minority." They buy the things they eat, they shave occasionally, sleep and walk about talking, but just what are they like? They make fun of Babbits, of all sorts of "joiners," of old-fashioned morals, but what they really are and how numerous, has remained a mystery to the maker of safety razors, mattresses, walking sticks or gloves. He has been interested but somewhat at a loss how to talk to this extremely modern element. Have they a mass psychology? Are they at all alike?

Until recently, writers have treated this group as the sacred white cows of our population. Then several writers took pen in hand to describe them. One of the most recent is Ernest Boyd, writing in *Harpers Magazine* for July, who sheds some light on the subject. Intellectuals have in common the ability by fair means or foul to infect normal people with their obsessions, he says. Somewhat interested in all new ideas they must be, but impervious to them, for this author says:

"The intellectuals, being professionally familiar with ideas, are usually as untouched by their contact as hearse-drivers and grave-diggers are unmoved by the grief of bereaved friends and relatives at a funeral. They handle their explosives with an assurance born of long practice and the certainty that nothing can happen to them personally, that the disaster, if it

comes, will happen to somebody else. Hence, for example, the slight astonishment of evangelists if some sister, more realistically inclined than the average, transforms into action the ecstasy that possesses her, and runs away with the preacher."

According to this author, what the intellectuals want is to accomplish changes with unexpected suddenness, but the process is always rather hectic:

"When the disease is serious the patient gets delirious, he has delusions of grandeur; he raves about the Good, the True, and the Beautiful; he babbles incoherently about Liberty and Justice; he struggles wildly with the political bed-clothes and tries to establish a social millennium, only to be strapped down in bed by burly male nurses called in for the emergency. To accuse this innocent of being intolerant is like injecting disease into the human body and then blaming the victim for feeling ill."

Here is an encouraging thought for the manufacturer:

"The intellectuals like to think of themselves as the greatest individuals, but in practice they show the same characteristics as the gregarious everyday folk whose herd instincts they deride. If they do not hunt in droves or fight in regiments, they run in packs, and their reliance upon group support is considerable. An intellectual without his group of co-operators and satellites is as unhappy as a Rotarian on a desert island."

And yet this pack instinct is but temporary, for if a crusade for some newly discovered form of Liberty is started, with what speed the crusaders split into little camps, all at variance with one another, and much more concerned about their respective infallibilities than about the cause at issue! If they are, by accident, ostensibly in agreement as to their aims, with what resolution each group or individual determines to crowd the other out of the limelight!

The intelligentsia are continually attacking the capitalistic press as old-fashioned, suppressing news, and coloring its editorial columns:

"Yet, no capitalist publication could more drastically censor contributions, more deliberately color the articles published, more unashamedly hamper the free expression of opinion than the publications which live on subsidies and are devoted to the liberation of mankind and the propagation of Absolute Truth."

With this description and other recent utterances concerning this most mysterious and nonchalant portion of our population, the manufacturer will soon be able to visualize the group as he now does the Scandinavian-American farmers, or the members of the Painters and Paperhangers Union.

Imitation— What is it best **Advertising's** national and long-
By-Product established advertiser is convinced that another advertiser in its field has appropriated, deliberately or inadvertently, some of its copy ideas?

Perhaps the best thing to do is to do nothing. An imitator's sphere of action is generally pretty small and his life short. Regarding his activities as a by-product is probably the best view to take of the incident. When the imitator is important as to size and his product one of merit, the simple and obvious thing to do is to put him in possession of the facts in the spirit of "we-thought-you'd-be-glad-to-know," and leave his future conduct to his own sense of fairness. Should he be lacking in such a faculty and continue his imitations, then the public, the ultimate users of the product, can be told, through advertising, such facts as would make the most effective appeal to their sense of the general rightness of things.

Making advertising capital out of a competitor's appropriation of advertising ideas is a course to be well thought over, however, as its only effect might be carrying the knowledge of his existence to a lot of people who might otherwise never hear of him. All good advertising of good products within an industry helps sell more of the generic product. That is a cumulative family gain for a temporary

individual loss. The imitator may make a few sporadic gains, but after he has ceased his imitations and passed into the limbo of things that were, who profits? Isn't it true that a large advertiser who continues in business and continues advertising, will in the long run gain far more than it could ever lose through the copy pilferings of an occasional small competitor?

College Professors

Know a know nothing **Thing or Two** about advertising. Advertising agents have told PRINTERS' INK that they would not hire a graduate from a business administration course because of his alleged lack of business practice and the many things he would have to unlearn.

However, it does appear that college professors do know a thing or two about advertising. Anyway, they have succeeded in giving the International Advertising Association a basis for one of its activities. A small group of college professors is responsible for formulating the new program of economic research planned by the association. This group, organized as the National Association of Teachers of Marketing and Advertising, is not officially a part of the International, although application for membership has been made to the Advertising Commission.

The International association, since the separation of Better Business Bureau work into a separate corporation, has been seeking some means of concentrating its upbuilding efforts in another work which would win the support of business concerns. It is a testimonial to the business sense of these professors that they have taken to the association a plan which it is hoped will bring prominent individuals actively to its aid in making the execution of the plan feasible.

The Tannersville, N. Y., Chamber of Commerce, has appointed the Martin Advertising Agency, New York, to direct its advertising.

Newell-Emmett Company

Incorporated

Advertising - Merchandising Counsel

40 EAST 34TH STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Corporation
Western Electric Co.
The T. A. Snider Preserve Co.
Loose-Wiles Biscuit Co.
Graybar Electric Company
Association of American Soap
and Glycerine Producers
Eastman Kodak Company
(Brownie Cameras)

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Non-Stop Flyers Are Pioneering Way for World Advertising

Through their splendid achievements in demonstrating the ability of airplanes to span the ocean, aviators are playing an important part in broadening the scope and effectiveness of advertising, in the opinion of Gilbert T. Hodges, president of the Advertising Club of New York. In his address of welcome to Clarence D. Chamberlin and Commander Richard E. Byrd and his shipmates, Mr. Hodges declared that there is a closer connection between advertising and aviation than is generally recognized.

"National advertising as it is known today," it was explained, "was actually borne on the wheels of transportation, on the wheels of our great railroads. They broke the boundary lines between localities and States; resulting in business on a nation-wide basis, advertising on a nation-wide basis and consumption likewise.

"Advertising of tomorrow will be borne on the wings of transportation," Mr. Hodges continued. "As the boundary lines between States and localities have been broken down by the railroads, so aviation will break down the boundary lines between nations.

"We will then have world business, world advertising and world consumption. We will eat alike, dress alike, think alike and talk alike.

"We will have world newspapers, world magazines. When that time comes we will have world peace."

The luncheon in honor of the flyers was part of the official program of welcome of the City of New York as planned by the Mayor's committee on reception. In addition to Chamberlin and Byrd there were present Lieut. George O. Novile, Capt. Bert Acosta, and Bernt Balchen. G. M. Bellanca, inventor and designer of aircraft, and Floyd Bennett, who was injured in the trial flight of the *America*, also were guests of the club.

* * *

Denver Club Appoints New Committee Heads

The Advertising Club of Denver has appointed Fred J. Wagenbach as chairman of the membership committee. Ralph H. Faxon heads the publicity committee and was chosen editor of "Denver Advertising," the club publication. J. O. Goodwin is chairman of the finance committee. Margaret Harvey has charge of the entertainment committee.

* * *

J. B. Mackenzie on Board of Poor Richard Club

At the first meeting of the board of directors of the new administration of the Poor Richard Club of Philadelphia, James B. Mackenzie was elected a member of the board to fill the unexpired term of Charles Paist, Jr., who was elected president last May.

Detroit Club Publishes Book on Aviation

The Adcraft Club of Detroit has published "The Aerograph," a book recording its achievements in developing air-mail. Written to stimulate air-mail in other cities, the book has been accepted by the United States Department of Commerce as a model primer, and recommended by them to all Chambers of Commerce. The plan outlined in this book, it is reported, helped increase the use of air-mail in Detroit 600 per cent.

* * *

Minneapolis Club Appoints Committee Chairmen

Ward H. Olmstead, president of the Olmstead Advertising Agency, has been appointed chairman of the program committee of the Advertising Club of Minneapolis. Elmer W. Leach, of the Kennel Club Service Bureau, has been made chairman of the club picnic committee, and Thomas A. Griffin, of the *Northwest Miller*, heads the advertising clinic for the coming year. August 11 has been chosen as the date of the club outing at Antlers Park.

* * *

Appointed Honorary Vice-Presidents of I. A. A.

The Rt. Hon. C. A. McCurdy, president of the United Newspapers, Ltd., has been appointed an honorary vice-president, representing Great Britain and Ireland, of the International Advertising Association. H. J. Stonier, vice-president of the University of Southern California and president of the Pacific Advertising Clubs Association, also was made an honorary vice-president, representing the Pacific Coast District.

* * *

Detroit Club Appoints 1928 Convention Committee

Clinton F. Berry, assistant vice-president of the Union Trust Company, has been chosen general chairman of the executive committee for the 1928 convention of the International Advertising Association, which will be held at Detroit. Joseph Meadon, president of the Franklin Press & Offset Company, was named chairman of the advertising exposition to be held in connection with the convention.

* * *

L. M. Barton to Head Program Committee

Leslie M. Barton, advertising director of the *Chicago Daily News*, has been appointed chairman of the program committee of the International Association of Newspaper Advertising Executives. This committee will arrange the program for the departmental meeting to be held at the Detroit convention in June, 1928.

Club Holds Dramatized Presentation of Activities

The Advertising Club of Kansas City, Mo., has stepped out of the customary arid procedure of presenting committee reports and incorporated its reports into stage characters who represent the various committee and departmental activities. At a recent meeting, called "Administration Day," the activities of the club were presented in the form of a pageant.

This dramatized presentation depicted the Queen of Truth holding court in her palace and inquiring concerning the stewardship of her realm. The herald informed her that the president of the advertising club was to give an account of his stewardship, upon which the president arose and reported he had nothing to say.

Then it was that a number of knights garbed in medieval costume, appeared to testify concerning the work of the various departments. Each one spoke briefly and brought gifts symbolic of the work of each group.

The Queen then received a visit from her Chief Adviser, who reported glowingly on the club's achievements and asked for the Queen's approval. In giving her approval, she also expressed her appreciation for the past work of the club and bestowed a mark of gratitude upon the retiring president.

* * *

Appoint Newspaper Executives to Advertising Commission

William A. Donahue and Frank T. Carroll have been appointed by Harvey R. Young, president of the International Association of Newspaper Advertising Executives, as its representatives on the Advertising Commission of the International Advertising Association. Mr. Donahue is local advertising manager of the Chicago *Tribune*, and Mr. Carroll is advertising director of the Indianapolis *Daily News*.

* * *

Southwest Washington Cities Plan Bureaus

The cities of Aberdeen and Hoquiam, in Southwest Washington, are planning the formation of Better Business Bureaus. William Lohmann, extension manager of the Seattle Bureau, is cooperating with those behind this movement.

* * *

Providence Club Backs Airport Campaign

The Town Criers of Rhode Island, Providence advertising club, has launched a campaign to secure an airport for that city. George W. Danielson, of Danielson & Son, has been appointed to the committee furthering the project.

* * *

Lewis A. Lewis, of the Washington Water Power Company, has been made chairman of the executive board of the Better Business Bureau of Spokane, Wash.

An Organ for Organized Advertising?

HARDWARE AND METAL
TORONTO, July 19, 1927.

Editor of PRINTERS' INK:

I wish to congratulate you on your leading editorial, "Trade or Association Publications," appearing in your July 14 issue. I heard the other day that someone in the International Advertising Association is suggesting an organ for that association. I hope such is not the case.

If these organs continue to increase in number, we will soon need a "musical section" in the Standard Rate and Data Service to take care of them.

HARDWARE AND METAL,
GEO. D. DAVIS,
Manager.

Death of David May

David May, founder and chairman of the board of the May Department Stores Company, operator of five large stores at Los Angeles, Akron, Cleveland, St. Louis and Denver, died on July 23, at Charlevoix, Mich., in his seventy-ninth year. He was born in Germany and came to this country when sixteen years old.

In 1877 he opened what was probably the first store in Colorado at Leadville, at a time when a gold rush was at its height. Between 12,000 and 14,000 people are now employed by the stores in the May system.

New Accounts for S. M. Masse Company

The Sunlight Lamp Company, Newton Falls, Ohio, manufacturer of radio tubes, and the Midwest Millinery Company, Cleveland, have appointed the S. M. Masse Company, Cleveland, advertising agency to direct their advertising accounts. The Sunlight company will use newspapers, business papers and direct mail. The Midwest company will use business papers and direct mail.

New Accounts for Pratt-Moore Company

The Clayton & Lambert Manufacturing Company, gasoline stoves and industrial torches, and the Robert Walker Company, toilet preparations, both of Detroit, have appointed the Pratt-Moore Advertising Company, of that city, to direct their advertising accounts. Clayton & Lambert will use magazines, business papers and direct mail. The Walker company will use newspapers.

Gilson Gray Joins D'Arcy Agency

Gilson Gray, recently with Barton, Durstine & Osborn, Inc., New York, has joined the staff of the D'Arcy Advertising Company, St. Louis. He was formerly with the New York *Herald Tribune* and New York *Times*.

The Little Schoolmaster's Classroom

IN his former sales travels the Schoolmaster recalls that there were a few calls he hated to make, because he knew there were likely to be indefinite and unnecessary delays just because the other chap wants to stress his importance. However, nowadays you have to sell people the way they want to be sold rather than the way you may wish to sell them. Therefore; don't figure you will get rid of the chap by merely keeping him waiting. If he's on the job, he'll stick. If you have nothing for him, just tell him so on the second, with a friendly smile.

Many companies see the light. There is a prominent brass company, the Chase Company, in the Naugatuck Valley, where you are ushered into an attractive reception room (there is a series of these rooms). There is no question whether you will be seen by the proper person and promptly—you will. Further, there is a telephone with a card beside it which asks that if a caller feels he is not receiving the proper attention he may pick up the telephone and he'll get it.

In the offices of another company, the Root Manufacturing Company, there is a card prominently displayed on the president's door. It runs about like this: "If you think you have been kept waiting too long or have not been accorded the right courtesies my door is always open, come in."

So with this "Representatives seen only on the sixth Tuesday between 5:00 and 7:00 A. M." stuff be careful. Make sure that there is someone in your organization who isn't tied up so that the callers can be promptly seen. It's a poor rule that doesn't work both ways, and you may find to your regret he had something you wanted and you slammed the door in his face.

* * *

In certain cities of this country, in the opinion of the Schoolmaster, tenants of office buildings

are being imposed upon by the owners. They are imposed on whenever the owners succeed in getting them to use the name of the building without the street address. This has come to be a fixed habit in a number of cities. The owners of the building get an advertising advantage out of the situation—while the tenants create extra labor for any out-of-town customer or visitor.

Picture a small-town buyer making a first visit to a business in a big center in response to a letter to call. He looks at the letter when he is ready to leave his hotel room. It says "First National Bank Building." He then picks up the telephone directory, looks up the company only to find that the address is again given as "First National Bank Building." After a little thought he picks up the telephone book again and looks up "First National Bank" and finally gets the address. That is an easy one. The hard ones come when the building is named after an individual. After trying to find the address by looking up the telephone number of that building—which he usually cannot find because the telephone service for the building management office is under the name of a holding company—he gives up in despair and seeks out the hotel clerk for help—a bad way to start the day.

The situation could be quickly corrected if every office tenant would see that the telephone directory gave his street address instead of the name of a building and if every tenant printed the street address on his letterhead. He can put the name of the building on if he wants, but out of courtesy to those who wish to call on him, he should give the street address.

* * *

While on this subject of street addresses, the Schoolmaster wants to unburden himself of another thought. Retailers of large size in an effort to show how big their

OUTLOOKS

IN the canyon of lower Broadway at the corner of Worth Street our clients, Lustberg, Nast & Co., Inc., sell Buck Skein Shirts and Jackets and plaid Buck Jack Jackets for sport and work out of doors.

The increasing informality of clothing is one of the most interesting tendencies of the present time. When the same patterns of flannel jackets are shipped to the lumber camp and to mountain and sea-shore resorts, True Democracy seems almost to have arrived.

These colorful well made shirts and jackets are irresistible alike to college boy and lumberjack. Full of the spirit of hard work and hard play, these jackets are built so that neither one can hurt them. It is no wonder they appeal so strongly to many types of wearers.



CHURCHILL-HALL
INCORPORATED
H. B. LE QUATTE, *President*
50 UNION SQUARE
NEW YORK

**There is Big Business in
the Hotel Field for
Your Product**

ASK US

and

**Send for a Copy of the New
HOTEL BULLETIN
CHICAGO**

Weekly individual reports on New prospects in the Hotel Field for advertisers. This is our "Specialized Service" and is in addition to our "Weekly Confidential Reports."

The HOTEL BULLETIN is a monthly hotel magazine devoted to the interests of all departments of the modern transient and residential hotel.

Our service is acknowledged by advertisers as the most authentic and efficient in the hotel publishing field.

The HOTEL BULLETIN, Inc.

BEN P. BRANHAM, President

175 West Jackson

CHICAGO, ILL.

New York Office: 350 Madison Ave.

establishment is in floor space, give the street boundaries of the store instead of a number. Franklin Simon & Co., of New York, for example, when they send out an invoice, have their address printed as "Fifth Avenue from 37th to 38th Street." After making out a check with which to pay the bill, the ordinary male objects to the necessity of either writing out all of that address or figuring out some way of abbreviating it. How much simpler it would be if he could say 400 Fifth Avenue, or whatever the number is.

* * *

About a year ago, the Schoolmaster stood with a member of the Class before a window in which reposed in elegance and grandeur, a most colorful pair of pajamas. He remembers the occasion and, even more clearly, the remarks of his companion concerning the ridiculousness of expecting men to clothe themselves in such a riot of color.

Only recently the Schoolmaster, staying at the same hotel with the Class member, dropped into his room. On the bed lay such a pair of gaily designed pajamas. In a casual manner, conversation was turned to them. The underlying reason for their possession, it was learned, is economy. That seemed a strange subterfuge for what the Schoolmaster confidently expected would prove to be an instance of an outbreaking of repressed inhibitions, about which he now hears so much.

The economic phase, he learned, had to do with the failure of plain, white pajamas to make their presence known at packing time, consequently often being left behind on Pullmans and hotel beds, where they offer no contrast to uncolored sheets and spreads. Their more brilliant cousins, on the other hand, can only be left behind through deliberate intention.

* * *

The Schoolmaster was recently attracted by the announcement that five of the larger chain hat stores had entered into a tentative agreement not to slash prices before July 15. In order to protect themselves against sudden price reduc-

**PORCELAIN
ENAMELED
SIGNS**

The substantial qualities of Beaver Porcelain Enamored Signs and Electrics, together with their brilliant, lustrous, non-fading colors have made them the choice of the ever widening circle of discriminating advertisers who are demanding permanent signs.

**ELECTRIC
SIGNS**

**BEAVER ENAMELING CO.
ELLWOOD CITY, PA.**

To an important ACCOUNT EXECUTIVE

*who is dissatisfied
or should be*



AN UNUSUAL CIRCUMSTANCE LEADS US TO OFFER
· · · · · AN UNUSUAL OPPORTUNITY · · · · ·

OURS is one of the best-known of the medium-size New York agencies which have come into some prominence during the last few years.

Our clients include many manufacturers who are the largest in their respective fields. We have reason to believe that our work is rather highly rated. We have never lost an account through a failure in service. We are amply financed and are not seeking additional capital.

For reasons which we will explain at the proper time, we are prepared to make an exceptionally attractive proposal to a man big enough to play an important part in the present and future of this agency.

Please understand that we are looking for a man who has an *established record* as an executive and solicitor.

WE WILL CONSIDER ONLY MEN WHO ARE NOW EARNING ABOUT \$10,000 OR MORE IN SALARY OR COMMISSIONS.

Such a man, wishing to do better for himself and for his clients, will find it advantageous to communicate with us.

Correspondence will be held in strictest confidence. The members of our organization know of this advertisement. Preliminary negotiations through an intermediary if desired.

❖ [ADDRESS "G," Box 220, PRINTERS' INK] ❖

July 28, 1927

Seasoned Advertising Executive

For six years advertising manager for well-known manufacturer spending half a million dollars annually, approximately half of which was for space and the remainder for promotional and merchandising purposes. For 10 years prior to connection was associated with several corporations who are leaders in their respective fields.

Qualified to plan, write and carry through complete campaigns. Am considered an effective copy writer, a good merchandiser and sales promotion man. Credentials above the average. Married, genteel.

Desire to make connections with firm whose advertising, sales promotion and merchandising problems are such as to require the supervision of a thoroughly seasoned man.

Address "J.," Box 222, care of Printers' Ink, 230 South Clark Street, Chicago, Ill.

\$50 for a Brand Name!

We make a complete line of raincoats—for women, misses, men and boys! It is a smart line of merchandise, well made, and slightly higher than the average price.

We want a brand name that will cover the complete line. Just as "Van Heusen" covers the complete line of collars, we want a name for our complete line of raincoats.

We also want embodied in the name a suggestion of rain and raincoats.

Pencil sketches for a trade-mark will influence the decision.

There are no restrictions—no rules! And a check for \$50 will go to the person who submits the brand name that we adopt. Should two or more persons submit the name adopted each will receive the prize offered. (Every entry must be mailed, and will be acknowledged. Contest closes August 30th.)

SHERMAN BROTHERS

Raincoat Manufacturers
270 W. 39th St., New York, N. Y.

tions by stores outside the pact, any party to the agreement could cut his prices before the date set provided he gave forty-eight hours notice to the other members. It so happened that one of the participants did give notice, and the conditions of other years remained unchanged.

What especially interests the Schoolmaster, however, is not the success or failure of the informal understanding, but a peculiar problem which arises. Can this harmless and obviously ethical agreement possibly be construed as illegal price maintenance? Such procedure by manufacturers would in all probability be investigated as a combination in restraint of trade.

The Schoolmaster had inquiries made of some of the hat stores' officials in the hope that he could uncover some instructive points of law. He was disappointed to learn that the companies had not considered the possibility of their loose pact being illegal—since it could not hurt anyone, technicalities did not occur to them. Maybe, however, they were skating over thin ice. However good a company's intentions are, it is always wise to seek legal advice before entering into a pact, informal though it may be.

* * *

A Detroit manufacturer of a household product last week gave the Schoolmaster a striking case of how the seemingly most unpromising field may yield extraordinary returns for the salesman who is taught not to judge a territory by outward appearance only.

"I was motoring home from a short vacation," said this president, "when my car got stuck in the mountains. There was a small house nearby with a wire running to it, and I went inside to telephone back to the hotel for another car. While I waited, I had a chance to look over the house.

"There were only two rooms in the place. Practically the only furniture was four beds. Everything gave signs that the people who lived in the house had a very limited supply of money. Yet I

Art Director Wanted

by Nationally known
Pacific Coast Agency

There is an unusual opportunity on the Pacific Coast for an experienced Art Director with the ability to direct the art policy of national and semi-national accounts.

The man we want should have

- the ability to take a commonplace thought and dramatize it—to take a rough idea and make it spark,
- the ability to make working layouts for national magazine, trade publication and newspaper advertisements, and to develop effective dummies for striking direct mail material,
- a knowledge of agency practice and departmental agency routine—an organization man,
- the ability to work with and lead his associates and enthuse artists of known reputation.

While there is a promising future for such a man in this organization, the immediate remuneration will be made satisfactory.

Tell us your whole story in your *first* confidential letter. Let us know how much you must earn. A personal interview can later be arranged in either Chicago, Cleveland or New York.

Address "E." Box 79, care of Printers' Ink.

Buying Power

Because advertisers found it profitable, The Chronicle carried more than the combined financial lineage of the 2nd and 3d newspapers in San Francisco during 1926. And buyers of securities buy everything else!

REPRESENTATIVES

Williams, Lawrence & Cresmer, 285 Madison Ave., New York; 580 N. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles; Henry White Stuart Bldg., Seattle.

San Francisco Chronicle

What Agency Wants These 3 Accounts?

Experienced agency copy and contact man with 3 accounts (2 national) seeks agency connection where he can bring this business, assist on other accounts in hand, and develop new business already started. 12 years' advertising merchandising experience. College education. Address "H," Box 221, P. I.

Golfdom

THE BUSINESS JOURNAL OF GOLF
100% controlled circulation each month
to the President, Manager, Greenskeeper,
man, Greenskeeper and Pro of the 5,000
clubs where golf is played in America.
236 N. CLARK ST., CHICAGO



Howell Cuts

for houseorgans
direct mail and
other advertising

Charles E. Howell - Fisk Building - New York

saw in one of those two rooms a Victrola, a piano and an organ!

"I got to talking with an old lady who was the only person around, and it developed that the old lady and her husband, who was a railroad worker, used the four beds to put up other railway men. When I asked her about her expensive array of musical instruments she told me that the Victrola, the piano and the organ had been bought for the sake of a daughter who now was married and living away.

"My reaction was this: Here, in one of the most unlikely places in the country—a small house where the family took in boarders to make both ends meet—some salesman had made a sale of really expensive merchandise. Dozens of other men with other desirable goods no doubt had passed it by as easily as I, too, would have passed it if my car had not broken down. But some conscientious salesman had refused to slight even this forlorn chance, and he had probably first sold the Victrola. Then this house was built up into a market for a piano and an organ.

"I'm going to tell this story in my house magazine," the manufacturer told the Schoolmaster, "to illustrate to my men what we mean when we tell them they cannot afford to overlook even the most unlikely prospect."

American Press to Publish Country Paper Rate Book

The American Press Association, publishers' representative, will shortly publish the first issue of "The Complete Directory of Country Newspaper Rates," which will be issued once a year. It will include the rates and essential publication facts of from 11,000 to 12,000 country newspapers.

P. E. Hopkins with St. Paul Engraver

Percy E. Hopkins, formerly with the Weston Engraving Company, Minneapolis, has been appointed sales manager of the Quality Park Engraving Company, St. Paul, Minn.

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents
MONTREAL

WINNIPEG

Death of H. W. Clendenin, Veteran Publisher

Henry Wilson Clendenin, co-publisher of the *Illinois State Register*, Springfield, Ill., died July 18. He was one of the organizers of the Northwestern Associated Press, later amalgamated with the Associated Press. For more than forty years he had been part owner and editor of the *Illinois State Register*. In 1910 Mr. Clendenin lost his sight and for a time was totally blind, a handicap which did not prevent him from continuing his publishing and editing activities. He was eighty-nine years old at the time of his death and was commonly looked on as the dean of Illinois newspaper publishers.

Albert Frank Agency to Direct Radio Fair Advertising

The advertising for the fourth annual Radio Worlds Fair, to be held at New York, in September, will be directed by Albert Frank & Company, New York advertising agency. Newspapers in the New York territory and radio publications will be used.

N. J. Ulbright with East St. Louis Utility

Norman J. Ulbright has been appointed advertising and publicity manager of the East St. Louis & Suburban Railway Company, East St. Louis, Ill.

Advertising Agent or Individual Account Executive

can join well financed, established, recognized advertising agency; fully equipped to handle larger volume in addition to present prominent national accounts. Will consider absorbing smaller agency or consolidating. Additional capital not needed to finance our own business, but if individual wishes an investment of \$10,000 to \$15,000 will be considered.

Address "A," Box 66
Printers' Ink

Important Notice to Salesmanagers

Are You Satisfactorily Represented in New England?

To one firm, whose products have met with consumer acceptance, a most unusual connection is available September first.

The undivided time, attention and services of a thoroughly experienced, capable sales organizer and executive.—Unlimited newspaper publicity of a very high quality *without cost*.

The product should appeal to the middle or better classes. To gain consideration the connection must pay not less than \$6,000 per year net, either on a salary and expense or drawing account basis, plus additional commissions after demonstration of ability. Give complete data in confidence to

Editor of THE ECONOMIC NEWS
1016 Metropolitan Building, Boston, Massachusetts

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PRINTERS and BOOKBINDERS

Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C & P Presses with Miller Feeder, Multi-Color Presses, Folders, Punchers, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers Shears, Proof Presses.

At greatly reduced prices and upon most liberal terms.

AMERICAN TYPE FOUNDERS CO.
Ninety-six Beekman Street
New York City

For Sale—Four Mergenthaler Electric pots; 250 volts, 60 cycle, A. C. Complete and in good order. Changing because of rate. The Daily Pantagraph, Bloomington, Ill.

Advertising Representatives Wanted for trade publication—New York and Chicago territory. Liberal commission. Whole or part time. Address Box 431, Printers' Ink, New York.

Save you money on publications. Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

Nationally known advertising and publicity specialist will plan campaigns or render advisory service. Experienced in public relations, counsel and trade association needs. Organizations unable to employ regular advertising manager will find this a valuable opportunity. Box 421, Printers' Ink.

CALIFORNIA ADVERTISING AGENCY desires to correspond with thoroughly experienced advertising agency executive between 30 and 35 years old who would consider coming to the coast and affiliating with small well-established agency with the idea of becoming a partner in the ownership of business as well as the directing head. City of 150,000 with splendid future along manufacturing and industrial lines. Applicant must be a live wire and know how to sell new clients and render a high-grade service. Address Box 437, Printers' Ink.

HELP WANTED

LETTERER

Exceptionally good letterer; must know design and be an expert on layouts. The 4 Arts, 48 West 48th Street, New York City.

WANTED

Agency Ad Composition Salesmen—to connect with New York City's finest shop, operating day and night. Salary or commission. Box 422, Printers' Ink.

YOUNG WOMAN of advertising and selling experience and executive capacity to take complete charge of school advertising of a national magazine. Write details of experience and salary desired. Box 439, Printers' Ink.

Direct-Mail Advertising Printing House in Detroit, having five salesmen, needs inside man with creative ability, ideas, merchandising experience, to assist in building sales. Not over 38, experience and personality necessary. Write fully and state salary required. Box 440, P. I.

SECRETARY

The president of a large organization requires a Secretary who is a college graduate, 25 to 40 years of age, who has executive ability and is a rapid shorthand writer. Apply Box 427, Printers' Ink.

PRINTING PRODUCTION MANAGER WANTED

The American Automobile Association wishes man thoroughly trained in technical details of printing and layout to head the production department of the organization, having directly in his charge the issuance of our official touring publications, logs, strip maps and large maps and having under him the map drawing department and editorial staff. Residence will be in Washington, D. C. Give full information as to experience, salary required and photograph, if possible, and address Ernest N. Smith, General Manager, A.A.A., Washington, D. C.

EXPERIENCED YOUNG WOMAN

As Advertising Manager of High Class Retail Store

New England city of over 250,000; store approaching 3 million volume. An alert, responsible, cultured young woman of taste, tact and personality wanted. She must know goods—especially fashions—and how to write selling copy rapidly; be aggressive and familiar with type, layouts, printing and the budgetary control and mechanical systems of modern retail advertising. Moderate salary; good chance to learn much in pleasant, progressive environment, opportunity to earn more and build solid future in splendid organization. Give age, education, experience, references, salary when available, etc., with photo and 3 samples of recent work.

Apply Sales Manager,
Box 434, Printers' Ink

ADVERTISING MAN WANTED—for one of the South's most modern Men's and Boys' Clothing stores. Experienced man required—one who is capable of handling newspaper, business promotion, and direct-by-mail advertising. We have Addressograph, Multigraph, and Graphotype machines, and all necessary filing equipment and material. Give full particulars as to your ability and references in first letter. Also submit specimens of your work. State age, whether married or single, and salary desired. Correspondence confidential. SELBER BROTHERS, INC., SHREVEPORT, LOUISIANA.

Advertising Manager Wanted

An established trade journal seeks an experienced manager to take full charge of the advertising department. The organ, a national journal, now has 15,000 subscribers and with the rather unusual "tie up" with the dealers it should be doubled with proper management. The man should be under 45 years of age, and be able to show a successful record. Location, New York City. We think this opening a real opportunity for a man who has been earning \$8,000 to \$10,000 per year. Salary, \$100 per week and commission. Box 432, Printers' Ink.

POSITIONS WANTED

Experienced journalist seeks position as editor or as assistant editor of growing trade paper. Thoroughly familiar with all phases of trade paper work. Live opportunity sought. Box 425, P. I.

SPACE OR SPECIALTY SALES POSITION WANTED by saleswoman with five years' traveling experience selling specialty advertising to business firms. Box 438, Printers' Ink.

Advertising Man Available—Eight years' experience; trade journal; direct mail; industrial products. Forceful writer. Original copy and layout ideas. Haggard, 1201 Chase Ave., Chicago.

MANUFACTURER'S AGENT
Salesman and Executive, financially responsible established N. Y. Office, can devote half time to good line and add salesmen as required. Box 441, P. I.

N. Y. Copy Writer

Ten years copy chief for big agencies. Part or full time. Box 435, P. I.

Artist—Designer and letterer, desirous of leaving New York for smaller city, wishes position with agency or manufacturing concern—any Eastern State. Willing to make trip for interview. Box 424, Printers' Ink.

Unusual Art Director

For an organization wanting new blood. Unusual experience, ability and ideal proposition to offer. Worth investigation. Box 436, Printers' Ink.

VISUALIZER—CREATIVE IDEAS—ART DIRECTOR

New York's biggest agencies experience; go anywhere. Box 430, Printers' Ink.

Man with several years' agency experience would like position in production or accounting department of New York Agency. Box 433, P. I.

SERVICE DEPARTMENT MANAGER, now employed, desires change. A good investment for Magazine or Newspaper publisher who wants to increase business with good "spec" copy. Age 26. Single. Box 426, Printers' Ink.

ARTIST—Versatile illustrator, cartoonist and letterer; a creator with twist, brains and finger-skill. Twelve years' experience—ideas and execution—newspaper, magazine, direct-by-mail advertisements and posters. Gentle, 26 years old, married, now employed—seeks wider scope for endeavor. Box 429, Printers' Ink.

ADVERTISING MANAGER

Thorough training in merchandising and technique of advertising, particularly in style goods and lines sold to department stores. Former agency production chief. Now with leading manufacturer. Knows how to gain national distribution without salesmen. Age 32. College graduate. Christian. Box 423, P. I.

Assistant on Accounts

Now with 4A agency. Formerly with prominent national advertisers. Wishes to associate with agency where opportunity is not limited. Age 25. College graduate. Editorial contributor. References. Box 428, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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Can your dealer answer?



His training
will decide

Consumer contact at the retail sales point is usually the weakest link in merchandising. Our organization is devoted to improving what happens when the final salesman contacts with the buyer.

We are organized to give whole-hearted assistance to progressive companies that wish to train salesmen by a simple, easy method that saves expense. Ten years' experience in preparing picture material for training purposes has highly developed the skill of this organization in producing lighted pictures of high quality and exceptional effectiveness.

Every picture we have ever produced has helped accomplish the buyer's purpose. Over 150,000 meetings have been held successfully with Jam Handy Picture Service and with our field cooperation throughout the United States.

Jam Handy Picture Service

Newspapers' Film Corp'n
217 West Illinois Street, Chicago

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New York, 420 Lexington Avenue—Dayton, 887 Reibold Bldg.—
Detroit, General Motors Building—Regional Sales and
Service at Principal Points Throughout the United States

THE CHICAGO TRIBUNE

Will Publish the
"Stars and Stripes"
for the American
Legion Convention
in Paris in September

The European edition of The Chicago Tribune has been authorized by The American Legion to print the *Stars and Stripes* editions for the Legion Convention in Paris. Every day from Sept. 17 to 26, The Chicago Tribune *Stars and Stripes Edition* will be delivered to all legionnaires registered in Paris. The circulation will include, also, the regular readers of The Tribune's European Edition.

* * *

3,000 miles from home—20,000 typical, active, prosperous Americans, as fine a group as any advertiser could wish for,—and one American newspaper linking them with home and things American.

* * *

Talk to them at a time when every word will be read closely—when things you say will make a definite, lasting impression.

* * *

A splendid opportunity for American manufacturers to tell the Legionnaires about their product.

Chicago Tribune

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